

U.G. JOURNALISM SYLLABUS (Under CBCS)

B.A. II YEAR SEMESTER – IV

Discipline Specific Course (Credits - 5)

COURSE – IV: INFORMATION TECHNOLOGY AND DIGITAL MEDIA

BLOCK – I: COMMUNICATION TECHNOLOGIES

UNIT – 1: INTRODUCTION TO INFORMATION TECHNOLOGY

What is Information Technology? – Evolution of Information and Communication Technology - Hardware and Software – The Information Processing Cycle – IT in Communication Industry – Introduction to Digital Media

UNIT – 2: CONCEPT OF INFORMATION REVOLUTION

Agricultural Revolution – Industrial Revolution – Information Revolution - Information Revolution and Media - Computer and Internet – Satellite Communication

BLOCK-II: NEW MEDIA AND INFORMATION SOCIETY

UNIT – 3: NEW MEDIA

Concept and Characteristics of New Media - Evolution of New Media - Voicemail – Teleconference – Satellite Media Tours - Cashless Society

UNIT – 4: INFORMATION SOCIETY

The Concept of Information Society - Internet and Communication across Boundaries - Development of Digital Technology - Digital Divide

BLOCK – II: INTERNET

UNIT – 5: ORIGIN OF INTERNET

Origin and Basics of Internet – URLs – HTML – Hyperlinks - Search Engines - Web Databases - Search and Retrieval - Internet Service Providers (ISPs) – Bandwidth - Internet in India - Status and New Developments and Problems – Internet Governance: ICANN, IETF, W3C

UNIT – 6: NETWORKS

Introduction to Networks – Working of the Internet – Addressing Skills – Domains and Sub Domains – Main Features of the Internet- e-mail, Telenet, FTP, IRC - Online Services - Law Relating to Cyber Media

UNIT – 7: MULTIMEDIA

What is Multimedia? – Tools of Multimedia : Webinar, DVD, CD-ROM - Multimedia in Entertainment – Multimedia in Education– Multimedia and the Web - Multimedia Production – Writing for Multimedia – Integrating Text, Graphics, Audio, Video, Image and Video Formats – Impact of New Media on Traditional Media - Convergence and Its Impact