

**Teaching Manual**  
**Department of Mass Communication & New Media**  
**Central University of Jammu**

**Course No: MCNM-301**

**Title: Advanced New Media**

**Total Credits: 4**

**Total Lectures= 55**

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>Ist Week</b>	<b>I</b>	Introduction to New Media Framework	4 Lectures	Lievrouw, Leah and Livingstone, Sonia. 2006. Hand Book of New Media, Sage Publications.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	New Media Ecology		
	<b>V</b>	Discussion on Contemporary issues	1 Hour	
<b>IInd Week</b>	<b>I</b>	Elements of Trans- media Narratives across multiple media	4 Lectures	New Media: The Key Concepts by Nicholas Gane and David Beer.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Platforms: Static and Dynamic form		
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>IIIrd Week</b>	<b>I</b>	The New Media Practitioners	4 Lectures	New Media: A Critical Introduction by Martin Lister, Jon Dovey, Seth Giddings, Iain Grant and Kieran Kelly
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	New Media practice & Convergence: Satellite, Web, Podcasting, Mobile Content		
	<b>V</b>	Discussion on Contemporary issues	1 Hour	

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>IVth Week</b>	<b>I</b>	Disseminating Digital Content : Social TV, Video Conferencing	4 Lectures	The Network Society: a cross-cultural perspective by Castells, Manual.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Digital Cinema : New Media Fiction &New Media Documentary		
	<b>V</b>	Discussion on Contemporary issues		
<b>Vth Week</b>	<b>I</b>	Understanding Internet Governance & Regulatory Frameworks	4 Lectures	New Media and Internet Activism: From The Battle of Seattle to Blogging by Kahn, R and D Kellner
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Cyber Activism: Definition and Concept		
	<b>V</b>	Seminar/Presentati on		
<b>VIth Week</b>	<b>I</b>	Scope of New Media in Socio Economic Development	4 Lectures	The Information Age: An Anthology on Its Impact and Consequences by David S. Alberts, Daniel S.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Barriers to New Media: Economy, Gender, Geography		
	<b>V</b>	Seminar/ Assessment		
<b>VIIth Week</b>	<b>I</b>	Opportunities in New Media	4 Lectures	New Media and Internet Activism: From The Battle of Seattle to Blogging by Kahn, R and D Kellner
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Social Media		
	<b>V</b>	Seminar/ Assessment		

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>VIIIth Week</b>	<b>I</b>	Dynamics of Social Media Network: Characteristics	4 Lectures	New Media from Borges to HTML by Manovich, Lev
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Growing Personal Sphere and Online Communities		
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>IXth Week</b>	<b>I</b>	Social Media as platform for marketing, advertising and online revenue	4 Lectures	The Network Society: a cross-cultural perspective by Castells, Manual
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Future Trends: Social media and Journalism		
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>Xth Week</b>	<b>I</b>	Traditional Media Vs New Media	4 Lectures	New Media: The Key Concepts by Nicholas Gane and David Beer
	<b>II</b>			
	<b>III</b>	Cyber Crimes and Security		
	<b>IV</b>			
	<b>V</b>	Presentation	1 Hour	
<b>XIth Week</b>	<b>I</b>	Use of Info- graphics, Interactive video, Creative comics, Net Neutrality	4 Lectures	The Face of The Future: Biometric Surveillance and Progress by Rana Das Gupta in The Citizen of Everyday Life
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Credibility of New Media: IT Act, Section 66A, Case Studies		
	<b>V</b>	Seminar/ Assessment	1 Hour	

❖ **One tutorial per week will be taken by concerned faculty as per the availability of classes.**