

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

Course No: MCNM-375

Title: Online Communication

Total Credits: 4

Total Lectures= 55

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Ist Week	I	Introduction to Online Communication	4 Lectures	Frost, James C, Online Journalism: Principles and Practices of News for the Web, Holcomb Hathaway Publishers, 2011
	II			
	III			
	IV	Conceptualizing Online Communication		
	V	Contemporary Issues Discussion	1 Hour	
IInd Week	I	History and Growth of Online Media	4 Lectures	Online News: Journalism and Internet by Stuart Allen
	II			
	III			
	IV	Nature and Function of Online Communication		
	V	Seminar/ Assessment	1 Hour	
IIIrd Week	I	Online communication in India: Contemporary scenario	4 Lectures	Web Journalism: Practice and Promise of a New Medium by James Glen
	II			
	III			
	IV	Writing for Online media		
	V	Contemporary Issues Discussion	1 Hour	
IVth Week	I	Elements of online writing	4 Lectures	Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
	II			
	III			
	IV	Essentials of Editing		
	V	Contemporary Issues Discussion	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
Vth Week	I	Online Publishing	4 Lectures	Sharma, Vakul, Information Technology law and practice, Universal law publishing, New Delhi, 2011.
	II	Cyber Laws		
	III			
	IV			
	V	Seminars/Presentation	1 Hour	
VIth Week	I	Generation of Online Content	4 Lectures	James C. Frost, Online Journalism : Principles and Practices of News for the Web, Sage N Delhi
	II	Process of Content Generation		
	III			
	IV			
	V	Seminar/Assessment	1 Hour	
VIIth Week	I	Effective writing for websites	4 Lectures	James C. Frost, Online Journalism : Principles and Practices of News for the Web, Sage N Delhi
	II	Effective writing for e-newsletters and form design		
	III			
	IV			
	V	Seminar/Assessment	1 Hour	
VIIIth Week	I	Effective writing for voice over scripts/podcasts	4 Lectures	Web Journalism: Practice and Promise of a New Medium by James Glen
	II	E – Paper, E – Magazines Web casting, Pod Casting, Internet Radio		
	III			
	IV			
	V	Seminar/Assessment	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
IXth Week	I	Computer assisted online interview	4 Lectures	Blog: Understanding the Information Reformation that's Changing the World by Hugh Hewitt.
	II			
	III			
	IV	Opinion writing on online media: Blogging, micro- blogging (Twitter)		
	V	Seminar/ Assessment		
Xth Week	I	Changing Media Scenario: Prosumers' need and demand	4 Lectures	Journalism in the 21st Century: Online Information, Electronic Databases and the News by Tom Koth (Adamantine Press Ltd.)
	II			
	III			
	IV	Convergence Media: The boom, burst and the revival		
	V	Presentation		
XIth Week	I	Digitalization versus Democratization	4 Lectures	Feldman, Tony, An Introduction to Digital Media, Routledge, London.
	II			
	III			
	IV	Mobile media: use of applications (Apps)		
	V	Seminar/ Assessment		

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