

 Estd. 1962 "A++" Accredited by NAAC (2021) With CGPA 3.52	SHIVAJI UNIVERSITY, KOLHAPUR 416 004, MAHARASHTRA PHONE : EPABX - 2609000, BOS Section - 0231-2609094, 2609487 Web : www.unishivaji.ac.in Email: bos@unishivaji.ac.in शिवाजी विद्यापीठ, कोल्हापूर, ४१६ ००४, महाराष्ट्र दूरध्वनी - इपीबीएक्स - २०६०९०००, अभ्यासमंडळे विभाग : ०२३१- २६०९०९४, २६०९४८७ वेबसाईट : www.unishivaji.ac.in ईमेल : bos@unishivaji.ac.in		
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5 SU/BOS/Science/ 312

Date: 21 /05/2025

To,

The Head/Co-ordinator/Director
Department of Journalism.
Shivaji University, Kolhapur.

Subject : Regarding revised syllabi of **Post Graduate Diploma in Cyber Journalism** under the Faculty of Inter- Disciplinary Studies.

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi of **Post Graduate Diploma in Cyber Journalism** under the Faculty of Inter- Disciplinary Studies.

This syllabus shall be implemented from the academic year 2025-2026 onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website www.unishivaji.ac.in NEP-2020 (Online Syllabus)

The question papers on the pre-revised syllabi of above-mentioned course will be set for the examinations to be held in October /November 2025 & March/April 2026. These chances are available for repeater students, if any.

You are, therefore, requested to bring this to the notice of all students and teachers concerned.

Thanking you,

Yours Faithfully

(Dr. S. M. Kubal)
Dy Registrar

Encl. : As above.

Copy to: For Information and necessary action.

1	The Dean, Faculty of IDS	7	Affiliation T. 1 & T. 2 Section
2	Director, Board of Examination and Evaluation	8	P.G.Admission Section
3	The Chairman, Respective Board of Studies	9	Appointment A & B Section
4	O. E. 1 Exam Section	10	P.G.Seminar Section
5	Eligibility Section	11	I. T. Cell
6	Computer Centre	12	Internal Quality Assurance Cell (IQAC)

SHIVAJI UNIVERSITY, KOLHAPUR



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**Revised Syllabus For
Post Graduate Diploma in Cyber Journalism**

**UNDER
Faculty of IDS**

(TO BE IMPLEMENTED FROM ACADEMIC YEAR 2025 ONWARDS)

Post Graduate Diploma in Cyber Journalism

Introduction

The 25-week Diploma in Cyber Journalism at Shivaji University is designed to equip aspiring journalists/ freelancers/ students with the essential skills and knowledge required to thrive in the rapidly evolving digital media landscape. In an era where the internet and mobile technologies dominate how information is disseminated and consumed; the role of a journalist has expanded far beyond traditional reporting. Today's journalists must navigate an array of digital platforms, engage with diverse audiences, and produce content that is not only informative but also interactive, visually appealing, and ethically sound.

This diploma program is meticulously crafted to bridge the gap between conventional journalism practices and the demands of the digital age. Students will delve into various aspects of digital journalism, from mastering multimedia storytelling and data journalism to understanding the intricacies of social media strategy and digital security. The curriculum combines theoretical foundations with practical, hands-on training, ensuring that graduates are not only proficient in the tools and techniques of digital journalism but also capable of adapting to the ever-changing media environment.

By the end of this course, students will have a robust understanding of how to create, manage, and distribute digital content across multiple platforms, engage audiences effectively, and navigate the ethical and legal challenges unique to the digital realm. Whether pursuing careers in news organizations, digital media startups, or independent journalism, graduates will be well-prepared to contribute meaningfully to the field of journalism in the digital age.

D) Objectives

The objectives of the 25-week Diploma in Cyber Journalism are as follows:

1. Develop Proficiency in Digital Storytelling:

- Equip students with the skills to craft compelling narratives using a variety of digital tools and platforms.
- Enable students to integrate multimedia elements such as video, audio, infographics, and interactive content into their stories, enhancing the impact and engagement of their journalism.

2. Master Social Media Strategy and Audience Engagement:

- Teach students how to develop effective social media strategies tailored to different platforms and audience demographics.
- Provide insights into the use of social media analytics to measure engagement and refine content strategies, ensuring maximum reach and impact.

3. Cultivate Expertise in Data Journalism and Interactive Reporting:

- Train students in the collection, analysis, and visualization of data to tell evidence-based stories that resonate with audiences.
- Introduce students to the basics of coding and interactive journalism, enabling them to create dynamic, interactive content that enhances user experience.

4. **Foster Ethical and Responsible Digital Journalism:**
 - Emphasize the importance of ethics in digital journalism, including issues related to privacy, misinformation, and the responsible use of user-generated content.
 - Equip students with the skills to verify digital content and combat misinformation, ensuring the integrity and credibility of their journalism.
5. **Enhance Digital Security and Privacy Awareness:**
 - Provide training on the tools and techniques needed to protect personal information, sources, and communications in the digital environment.
 - Teach students about the digital threats journalists face and how to mitigate risks through secure practices.
6. **Explore and Analyze Digital Journalism Business Models:**
 - Introduce students to the various monetization strategies and business models in digital journalism, including advertising, subscriptions, and crowdfunding.
 - Encourage students to analyze and develop business strategies for digital media ventures, fostering an entrepreneurial mindset.
7. **Prepare for Future Trends and Innovations in Journalism:**
 - Explore the latest trends and technologies shaping the future of journalism, including artificial intelligence, virtual reality, and mobile journalism.
 - Encourage students to stay adaptable and innovative, preparing them to lead in the dynamic field of digital journalism.
8. **Integrate Practical Learning with Theoretical Knowledge:**
 - Provide a balanced curriculum that combines theoretical foundations with practical, hands-on experience in digital journalism.
 - Ensure that students can apply their knowledge in real-world scenarios, preparing them for the challenges and opportunities of a career in digital journalism.

9. Details of the Syllabus

Paper 1: Foundations of Digital Journalism

- **Theory (80 marks):**
 - Introduction to Digital Journalism: Evolution and Current Trends.
 - Digital Storytelling: Principles and Techniques.
 - Multimedia Journalism: Integrating Video, Audio, and Interactive Content.
 - Ethics in Digital Journalism: Navigating Challenges Online.
 - Legal Aspects of Digital Journalism: Copyright, Privacy, and Online Rights.
- **Practical (20 marks):**
 - Crafting a digital news story using multimedia elements.
 - Case study analysis of ethical dilemmas in digital reporting.

References:

- Richards Alex [2023] Foundations of Data and Digital Journalism, Routledge, New York
- Reilley Mike [2024] The Journalist's Toolbox: A Guide to Digital Reporting and AI, Routledge, New Yark

Paper 2: Social Media and Audience Engagement in Journalism

Theory (80 marks):

Social Media Strategy: Platforms, Audiences, and Content Distribution

Social Media Analytics: Measuring Engagement and Impact.

- SEO in Digital Journalism: Techniques and Best Practices.
- Mobile Journalism (MoJo): Reporting and Producing Content on Mobile Devices.
- Podcasting and Audio Journalism: From Production to Distribution.

• Practical (20 marks):

- Creating a social media content strategy for a news topic.
- Producing and publishing a podcast episode or mobile news video.

References:

1. Adornato Anthony [2021 (2nd edition) 'Mobile and Social Media Journalism: A Practical Guide" Routledge, London
2. Robb Montgomery [2020] Mobile Journalism" by Visual Editors, NFP, United States
3. Burum Ivo and Quinn Stephen [2020] The Mobile Journalism Manual", Focal Press, London

Paper 3: Data Journalism and Interactive Reporting

• Theory (80 marks):

- Introduction to Data Journalism: Gathering and Analyzing Data.
- Data Visualization: Tools and Techniques for Storytelling.
- Interactive Journalism: Developing Engaging, Interactive Content.
- Basics of Coding: HTML, CSS, and JavaScript for Journalists.
- Innovation in Journalism: AI, VR, and Emerging Technologies.

• Practical (20 marks):

- Creating a data-driven news story with visuals.
- Developing an interactive story using basic coding or online tools

○ References:

1. Marconi Francesco [2020] AI in Journalism: Artificial Intelligence and Machine Learning in Newsrooms, Routledge, New York
2. Tom Felle, John Mair [2022] Data Journalism: Inside the Global Future, Bury St. Edmunds,

Paper 4: Fact-Checking, Verification, and Digital Security

- **Theory (80 marks):**

- Fact-Checking and Verification in Digital Journalism.
- Combatting Misinformation: Tools and Techniques.
- Digital Security: Protecting Information and Sources.
- Encryption and Secure Communication Tools.
- Crisis Reporting: Real-Time Updates and Managing User-Generated Content
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- **Practical (20 marks):**

- Verifying digital content (images, videos, social media posts) and creating a report.
- Practical exercises in digital security and secure communications

References:

1. Eugene Spafford, Leight Metcalf, and Josia Dykstra [2023] Cybersecurity Myths and Misconceptions (2023) Wesley Professional
2. Edgerly, and Metzger [2022] Fake News, Disinformation and Misinformation in social media: A Review, SpringerLink, Cham, Switzerland
3. Julie Posetti and Cherilyn Ireton [2018] Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training UNESCO, Paris

Paper 5: Digital Journalism Business Models and Future Trends

- **Theory (80 marks):**

- Monetization in Digital Journalism: Advertising, Subscriptions, and Crowdfunding.
- Exploring New Business Models in Digital Media.
- Audience Development: Strategies for Growth and Engagement.
- Case Studies of Successful Digital Journalism Ventures.
- The Future of Journalism: Trends in Technology and Media Consumption

Practical (20 marks)

Developing a business model for a digital journalism startup.

Analyzing audience growth strategies for a digital media platform

References:

Jeff Kaye and Stephen Quinn [2010] Funding Journalism in the Digital Age: Business Models, Strategies, Issues, and Trends, Peter Lang, New York, USA

III) Detailed Course Structure

Module 1: Foundations of Digital Journalism Duration: 5 Weeks

Week 1: Introduction to Digital Journalism

Overview of digital journalism: Evolution and current trends.
Differences between traditional and digital journalism.
Understanding the digital news ecosystem.

Week 2: Digital Storytelling Techniques

Principles of storytelling in the digital age.
Crafting narratives for digital platforms.
Integrating multimedia elements: Video, audio, and interactive content.

Week 3: Multimedia Journalism

Basics of video journalism: Shooting and editing techniques.
Audio journalism: Recording and editing sound for stories.
Visual journalism: The role of photos and infographics.

Week 4: Ethics in Digital Journalism

Ethical challenges in digital reporting: Privacy, misinformation, and copyright issues.
Case studies on ethical dilemmas faced by digital journalists.
Developing an ethical framework for digital journalism.

Week 5: Legal Aspects of Digital Journalism

Understanding copyright laws and digital rights management.
Privacy laws and their implications for digital journalists.
Legal challenges in the digital space: Defamation, libel, and slander.

Practical Component:

Create a multimedia news story incorporating video, audio, and visual elements.
Analyze a real-world case study of ethical challenges in digital journalism.

Module 2: Social Media and Audience Engagement in Journalism Duration: 5 Weeks

Week 6: Social Media Strategy

Understanding different social media platforms and their audiences.
Developing content strategies for social media.
The role of social media in news dissemination.

Week 7: Social Media Analytics

Introduction to social media analytics tools.
Measuring engagement: Likes, shares, comments, and beyond.
Using data to refine content strategies.

Week 8: SEO in Digital Journalism

Basics of search engine optimization (SEO) for news content.
Keyword research and on-page SEO techniques.
Enhancing content visibility through SEO.

Week 9: Mobile Journalism (MoJo)

Introduction to mobile journalism: Tools and techniques.
Producing and editing news stories using smartphones.
Apps and software for mobile journalism.

Week 10: Podcasting and Audio Journalism

Introduction to podcasting: Planning, scripting, and production.
Tools and software for recording and editing podcasts.
Distribution and monetization of podcasts.

Practical Component:

Develop a social media content strategy for a specific news topic.
Create and publish a short podcast episode or mobile news video

Module 3: Data Journalism and Interactive Reporting Duration: 5 Weeks

Week 11: Introduction to Data Journalism

Understanding the role of data in journalism.
Collecting and analyzing data for storytelling.
Introduction to data sources and datasets

Week 12: Data Visualization

Basics of data visualization: Charts, graphs, and maps.
Tools for creating data visualizations: Excel, Google Sheets, and more.
Telling stories through data: Best practices and case studies

Week 13: Interactive Journalism

Introduction to interactive content: Quizzes, polls, and graphics.
Basic coding for journalists: HTML, CSS, and JavaScript.
Creating interactive stories that engage users

Week 14: Innovation in Journalism

Exploring emerging technologies in journalism: AI, VR, and AR.
Case studies of innovative journalism projects.
The future of journalism: Trends to watch.

Week 15: Coding for Journalists

Hands-on introduction to HTML and CSS.
Basic JavaScript for creating interactive elements.
Integrating code into digital news stories.

Practical Component:

Create a data-driven news story with visualizations.
Develop an interactive story using basic coding or online tools.

Module 4: Fact-Checking, Verification, and Digital Security Duration: 5 Weeks

Week 16: Fact-Checking and Verification

Techniques for verifying digital content: Images, videos, and social media.
Tools and resources for fact-checking.
The role of fact-checking in combating misinformation.

Week 17: Combatting Misinformation

Understanding misinformation: Types and impact.
Strategies for identifying and addressing misinformation.
Case studies on misinformation in digital journalism

Week 18: Digital Security for Journalists

Introduction to digital security: Protecting personal and source information.
Secure communication tools and practices.
Understanding encryption and its role in journalism.

Week 19: Crisis Reporting in Digital Media

Techniques for covering crises, disasters, and breaking news online.
Managing real-time updates and user-generated content
Ethical considerations in crisis reporting.

Week 20: Advanced Digital Security

Deep dive into digital threats: Phishing, hacking, and surveillance.
Advanced tools and techniques for secure communications.
Best practices for digital security in journalism.

Practical Component:

Conduct a verification exercise on digital content (e.g., images, videos).
Complete a digital security simulation, focusing on secure communications.

Module 5: Digital Journalism Business Models and Future Trends Duration: 5 Weeks **Week 21: Monetization in Digital Journalism**

Overview of digital journalism revenue streams:
Advertising, subscriptions, and crowdfunding.
Cases studies of successful monetization strategies in digital media.
Challenges and opportunities in digital journalism monetization.

Week 22: Digital Media Business Models

Exploring different business models for digital journalism.
Developing a sustainable business strategy for digital media ventures.
The role of audience development in digital media success.

Week 23: Audience Development Strategies

Techniques for growing and engaging digital audiences.
Analyzing audience data to refine content and strategies.
Case studies of successful audience development efforts.

Week 24: Future Trends in Journalism

The impact of emerging technologies on journalism.
The role of AI, VR, and AR in the future of journalism.
Adapting to changes in media consumption habits.

Week 25: Capstone Project

Synthesis of learning from all modules.

Students will develop a comprehensive digital journalism project incorporating storytelling social media, data, and interactive elements

Presentation and peer review of capstone projects.

Practical Component:

Develop a business model proposal for a digital journalism startup

Present and defend the capstone project in a final evaluation

IV) Assessment Structure

- Theory Exams: At the end of each module, a written exam (80 marks) will test the students' understanding of the theoretical aspects covered in the module.
- Practical Assessments: Each module will include practical assignments (20 marks) that contribute to the final grade, emphasizing hands-on learning and application of skills.
- Project work: 50 marks
- Two seminars: 30 marks
- Viva: 20 marks

The total final assessment will be for 600 marks.

V) Nature of Course Curriculum

The course mentioned above is the Post Graduate Diploma Course in Cyber Journalism. Graduates from any faculty are eligible to complete this course. The idea behind this program is to equip students with the necessary skills and knowledge to pursue opportunities in employment and entrepreneurship within the field of digital journalism. Upon completion, students will be well-prepared to enter the domain of cyber journalism with a competitive edge.

VI) Duration

The Post Graduate Diploma course will span 25 weeks, commencing from AUGUST and concluding in FEBRUARY. The course curriculum will be conducted on weekends, specifically on Friday and Saturdays

VII) Eligibility

Graduates from any faculty of any recognized university in India and abroad are eligible to seek admission to this course, provided they satisfy the following conditions: i. They must have secured at least 45 percent marks in aggregate at their degree level (40 percent for backward community students)

VIII) Admission Procedure

The admission procedure for the course will be based on a Merit List.

IX) Fee Structure

- i. For Regular P.G. Students of Shivaji University, Kolhapur: Rs.
- ii. For Foreign Students: Rs.

X) Intake Capacity

The intake capacity of this course is 30 students.

XI) Medium of Instruction

The medium of instruction for this course is ENGLISH.

XII) Award of Diploma

Students shall be eligible for the award of the respective Diploma after they have successfully completed all the prescribed course programs and have secured a minimum of credits in each paper and 5 credits aggregate across all papers.

XIII) Time Limit for Completion

The maximum time limit for completing the course program is 2 years.

XIV) Scheme of Examination

- i. The theory examination shall be conducted at the end of the course.
- ii. Each theory paper shall carry 80 marks.
- iii. The practical evaluation will carry 20 marks.

XV) Nature of Question Paper

Q.No.1 Multiple Choice based objective type question: 10 Marks (Four options for each question will be provided).

No. 2 Attempt 5 descriptive questions: 50 Marks

No. 3 Attempt any four of the following – 20 Marks (Short Answers - out of six).

Practical Examination (Internal Evaluation)

I. Class assignments / group discussion: 20 Marks

1. Nature of Course Curriculum

The course mentioned above is the Post Graduate Diploma Course in Cyber Journalism. Graduates from any faculty are eligible to complete this course. The idea behind this program is to equip students with the necessary skills and knowledge to pursue opportunities in employment and entrepreneurship within the field of digital journalism. Upon completion, students will be well-prepared to enter the domain of cyber journalism with a competitive edge.

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