TITLE :POST GRADUATE DIPLOMA IN CYBER JOURNALSIM

I. INTRODUCTION

This course is designed to give a basic understanding of the technical means of creating web content as well as in-depth training in the art of being a freelance supplier to the web, for those with a limited knowledge (or even no knowledge) of the way the web works.

    The course begins with a basic introduction to the web and then deals with the basics of freelance writing - not just with a web-centric viewpoint. Some law knowledge follows and then finally the specific and separate functions of the internet based freelance writer are covered.

    Students who have already completed the Freelance and Feature Writing course or are established journalists can take the 'Short' version of the course, if they wish, which eliminates three freelance writing modules.

II. OBJECTIVES:

The objective of P.G.Diploma course is to,
   I. Explain the uses of cyber media for journalistic purpose.
   II. Understand the applications of the uses of online tools for communication.
   III. Write, create, design web stories, blogs,
   IV. Know the economics of cyber journalism
   V. Will understand cyber law and ethics.

III. COURSE STRUCTURE

DJC – I - Definition, Scope, Writing techniques of Cyber Journalism (CJ)	100 Mrks
DJC – II - Understanding Web Technology – Internet and Web	100 Mrks
DJC – III - Web Journalism	100 Mrks
DJC – IV - Layout of E- papers and E-Magazines	100 Mrks
DJC – V – Cyber Laws and Media	100 Mrks
DJC – VI –Dissertation	50 Mrks
2 Seminars	30 Mrks
Viva Voce	20 Mrks
TOTAL	**600 MRks**

IV. NATURE OF COURSE CURRICULUM

The course mentioned above is the Post Graduate Diploma Course in Cyber Journalism. Any Graduates of any faculty can complete this course. The idea behind this is that student when enters into this domain with this degree, he/she can cater the opportunities of employment and entrepreneurship.

V. DURATION

The Post Graduate Diploma course will be 25 weeks duration commencing from AUGUST to FEBRUARY. The course curriculum will be conducted at week ends, i.e Saturday and Sunday.

VI. ELIGIBILITY

Graduate of any faculty from any recognized university in India and abroad are eligible to seek admission to this course, provided they satisfy the following conditions,

    i. They should have secured at least 45 percent marks in aggregate at their Degree level (40 percent for backward community students)

VII. ADMISSION PROCEDURE

The Admission procedure for the course will be on the basis of Merit List.

VIII. FEE STRUCTURE

    i. For Regular P.G. Students of Shivaji University, Kolhapur   Rs.

    ii. Foreign Students   Rs.

IX. INTAKE CAPACITY

The intake capacity of this course is 30 students

X. MEDIUM OF INSTRUCTION

The medium of instruction for this course is ENGLISH

XI. AWARD OF DIPLOMA

The student shall be eligible for the award of the respective Diploma after he/she has successfully completed all the prescribed course programme and has secured minimum of credits in each paper and 5 credits aggregate in all papers.

XII. TIME LIMIT FOR COMPETION

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

XIII. SCHEME OF EXAMINAITON

    i.   The Theory examination shall be conducted at the end of the course.

   ii.   The each theory paper shall carry 80 Marks.

  iii.   The practical evaluation will carry 20 marks.

XIV. NATURE OF QUESTION PAPER

i.	Q.No.1	Multiple Choice based objective type question (Four options for each question be given)	10 Marks
ii.	Q.No. 2	Attempt 5 descriptive Questions	50 Marks
iii.	Q.No. 3	Attempt any four of the following – Short Answers - (out of six)	20 Marks

PRACTICAL EXAMINATION (INTERNAL EVALUATION)

I.	Class assignments / group discussion	20 Marks

The detail course content is

DJC – I - Definition, scope of Cyber Journalism (CJ) • Meaning and definition • Characteristics • Fundamentals of cyber media • Comparison with other (TV, Print) media • Merits and Demerits of cyber journalism • Impact, Recent trends and Future of CJ Social Media and Writing techniques • Types of social media and its use for journalism • Features of writing web articles like scan ability, briefness ,information, title, abstract, embedded links etc • Writing techniques for Web news, blog,	
Practical – Seminars based on case study of cyber journalism	

DJC- II - Understanding Web Technology – Internet and Web
• Characteristics of Internet
• Computer Network Basics
    ○ LAN, WAN, MAN, TCP/IP
• WWW concept –
    ▪ Web ownership and Administration of Internet
    ▪ Domain Name systems (DNS)
    ▪ Internet Service Provider (ISP)
    ▪ Web tools: Blogs, Social Media & Search Engine	

Practical – Class Test	

DJC – III - Web Journalism
    ▪ Traditional V/s Web Journalism
    ▪ Elements of Web Journalism
    ▪ Reporting, writing, Editing for Web Journalism
    Maintaining websites of E-paper/E-magazine
    ▪ Hosting, Updating, Publishing
• Web Content Management System – Wordpress/Joomla/Bootstrap	

Practical - Case study : Analyze the content of a news portal, Blogs	

DJC – IV - Layout of E- papers and E-Magazines
   • Basics Rules – DO's & Don'ts,
   • Paging of E-paper and E-Magazines (dimensions)
   • Elements of E -Papers
   • Presentation and Layout,
      ▪ Writing techniques,
      ▪ Software tools for layouts
         ▪ Dreamweaver,
         ▪ HTML,
         ▪ FTP tools for hosting,
         ▪ Editing tools
   • Digital Tools for Journalist –Web & Smart Phone
   • Cloud, Drop box, timelines, wordle	

Practical - Creating websites for online newspapers	

DJC –V – Cyber Laws and Media
Security and legal issues
   • Network security
      ▪ Network Security threats
      ▪ Securing network data (email, Blog , web site)
   • IT Act 2000 and amendments
      ▪ Crimes committed using computers
      ▪ Crime against individual, property, govt
      ▪ Penalties and offences under IT Act
      ▪ Regulations of Cyber Space
   • Domain Name and Trademark issues
   • Copyright, Trademark, and IPR aspects in cyberspace and cyber ethics	

Practical - Case study : studying various cyber related cases	

SUGGESTED READING
- Ronal Dewolk - **Introduction to Online Journalism**, Allyn& Bacon, ISBN 0205286895
- John Vernon Pavlik - **New Media Technology**, Allyn& Bacon ISBN 020527093X
- Michael M. Mirabito, Barbara and Mogrenstorn - **New Communication Technologies : Application, Policy & Impact**, Focal Press, 4th edition ISBN 0240804295

- Suresh Kumar **Internet Patrakarita**, Takshila Publication, Delhi
- JagadishChakarvarthy- **Cyber Media Journalism Emerging Technologies**, Authors Press
- Behrouz A. Forouzan - **Data Communications And Networking** - (4th edition)McGraw-Hill
- Rick Dranell- **HTML4 Unleashed**
- Shelly Power - **Dynamic Web Publishing Unleashed**