SU/BOS/IDS / 052   Date: 29/10/2022

To,

The, Co-ordinator
Padmashri late Dr.G.G.jadhav Chair in Journalism,
Shivaji University, Kolhapur.

Subject: Regarding syllabi of P.G. Diploma in online 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 syllabii of P.G. Diploma in online Journalism. under the Faculty of Inter-Disciplinary Studies.

    These syllabi shall be implemented from the academic year 2022-2023 onwards. A soft copy containing the syllabi is attached herewith and it is also available on university website www.unishivaji.ac.in. (Online Syllabus)

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

    Thanking you,

Yours faithfully,

Dy Registrar

Copy to:

1	Director, Board of Evaluation and Examination	7	I.T.cell
2	The Dean, Faculty of IDS	8	Computer Centre / I.T.cell
3	The Chairman, Respective Board of Studies	9	Affiliation Section (U.G.) / (P.G.)
4	Centre for Distance Education	10	P.G.Admission / P.G.Seminar Section
5	Eligibility Section	11	Appointment Section -A/B
6	O.E. I, II, III, Section		Dy.registrar (On/ Pre.Exam)

Shivaji University, Kolhapur

Padmashri Late Dr. G. G. Jadhav Journalism Chair

Revised Syllabus for

POST GRADUATE DIPLOMA IN ONLINE JOURNALISM

Under the Faculty of Interdisciplinary Studies

(To be implemented from the academic year June 2022-23 onward)

POST GRADUATE DIPLOMA IN
ONLINE JOURNALISM

TITLE: *POST GRADUATE DIPLOMA IN ONLINE JOURNALISM*

The programme will be run by the Padmashri Late Dr. G. G. Jadhav Journalism Chair, Shivaji University, Kolhapur.

Year of implementation: From 2022-23

Introduction:

About a decade into it, few doubt that web journalism is distinct from print or broadcast media. The technical differences as well as the differences in presentation and content are obvious. Deeper distinctions are either emerging or are in the process of developing. Digital media heralds the convergence of what were seen as components of print and broadcast media--text, graphics, audio and video. It is carried by a new technology that has linked virtually every corner of the world. A qualified journalism professional can take up a job of educating, entertaining, informing, persuading, interpreting and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameramen, producer, director, etc. To cater these opportunities one must be very familiar with all the aspects of Digital Journalism.

This programme will teach students to identify news, develop story ideas, research and report information, write in a journalistic style, and publish or broadcast information by using internet. The programme will prepare students for jobs with newspapers, magazines and Internet sites, as well as in radio and television and related fields, including public relations, political and corporate communications, and nonprofit organizations. A significant component of the programme will focus on the ethics of the industry. In addition, this programme will teach students to be more thoughtful consumers of news and, in turn, more responsible citizens.

Objectives of the programme:

This programme aims to train the students in the techniques and the art of Digital Journalism practices. The programme also aims to encourage the students in the following,

1. Familiarize students with the field of all Digital or Online Mediums.
2. Improve Creative and Journalistic writing skills for Digital Reporting and editing.
3. To Develop attitude knowledge in the field of Web Journalism, Mobile Journalism, Social Media Journalism etc.
4. Understanding and enhancing the knowledge of laws and ethics for Digital media

Learning outcomes:

1. Student will get an ability to understand digital media technology and its content.
2. Student will be able Capacity to apply analytical and critical writing and editing stories on contemporary issues.
3. Student will be capable to understand and work with various digital journalism branches like- Mobile Journalism, Web Journalism, Audio-Video Journalism etc.
4. Student will have basic knowledge of Digital media law and professional ethics.

Duration:

The Post Graduate Diploma programme will be 30 weeks duration. The programme curriculum will be conducted at weekends, i.e. Saturday and Sunday.

Eligibility:

Graduate of any faculty from any recognized university in India and abroad are eligible to seek admission to this programme.

Admission Procedure:

Admissions will be allotted as per eligibility criteria and first come first serve basis.

Fees structure:

10,500 INR

Intake:

The Intake capacity of this programme is 30 students.

Medium of Instruction:

The medium of instruction for this programme will be in English, Hindi and Marathi.

Certificate after completion of the programme:

The student shall be eligible for the award of the respective programme after he/she has successfully completed the entire prescribed programme programme.

Maximum time limit for the completion of the programme:

The Maximum time limit for completing the programme is 3 years.

Examination Scheme:

At the end of the programme, an examination would be taken based on the syllabus.

i.   The each theory paper shall carry 80 Marks.

ii.   The internal assessment will carry 20 Marks.

The students will have to submit following practical work for internal evaluation for 20 Marks for each paper

a) Paper- 01   DOJ - I - Online & Digital Journalism (Write and submit a brief essay on Online & Digital Journalism- 20 Marks)

b) Paper- 02   DOJ - II - Reporting and editing (Online & Digital) (Write, edit and submit Minimum Two news stories)

c) Paper -03 DOJ - III - Mobile Journalism (Write, edit and submit any two news stories/Feature stories using mobile)

d) Paper 04 DOJ - IV - Data Journalism (Write, edit and submit any two news stories/Feature stories using Data/ Data tools)

e) Paper- 05 DOJ - V – Digital Media Laws & Ethics (Write and submit a brief essay on any two Digital Media Laws / Ethics/ Social Media/ Digital media Guidelines/ rules)

iii. Dissertation shall carry 80 Marks and the Viva-Voce shall carry 20 marks.

The internal evaluation of 20 marks will be contributed by concern faculty/coordinator and external examiner.

Standard of passing: To pass the examination a candidate must obtain 40% marks.

Programme Description:

The programme will include five theory papers and one practical with 2 Units. (Total 12 Credits). Total marks for evaluation are 600. Theory paper will carry 80 marks and internal evaluation will be having 20 marks. One should successfully secure minimum 32 marks in theory and 8 marks internal assignment.

Writing off of the practical work record – The practical work of the Diploma students shall be preserved in the journalism chair maximum for 3 years after the examination.

Programme Structure:

Sr. No.	Paper Number	Paper Name	Marks	Credits
1.	DOJ - I	Online & Digital Journalism	80+20	2
2.	DOJ - II	Reporting and editing (Online & Digital)	80+20	2
3.	DOJ - III	Mobile Journalism	80+20	2
4.	DOJ - IV	Data Journalism	80+20	2
5.	DOJ - V	Digital Media Laws & Ethics	80+20	2
6.	DOJ - VI	Dissertation+ Viva-Voce	80+20	2

P. G. DIPLOMA IN DIGITAL JOURNALISM

The students will be awarded a grade sheet at the end of the programme.

Sr.No	Marks	Grade
1.	100 to 75	O: Outstanding
2.	74 to 65	A: Very Good
3.	64 to 55	B: Good
4.	54 to 50	C: Average
5.	49 to 45	D: Satisfactory
6.	44 to 35	E: Pass
7.	34 to 0	F: Fail

Syllabus-

DOJ-I: Online & Digital Journalism

Unit – I Introduction to new media, Brief history and evolution of the internet, New media terminologies: websites and portals; cyber space, cyber culture, cyber journalism, digital divide, blogs, blogosphere, vlog, webisodes, webinars, podcasts, search engines and search engine optimization, user-generated content, hits, page views, users, unique users.

Unit II: Components of a website, Web layout: Design, layout, color, graphics, visual information, How to analyze traffic of a site, Exposure to Google Analytics, Chat & News Groups, concept of news portal, News portal journalism, news portal of print, electronic media, The Wire, Scroll. In, Alt News, BBC, Aljazeera

DOJ - II Reporting and editing (Online & Digital)

Unit – I News, News Values, Types of news, Traditional News Writing V/s writing for the web, Writing for the Web - Readability and Tone, Scan ability, Length, Hyperlinks, Search Engine Optimized Writing, Writing with Style and Good Grammar. Writing e-mails, Use of blogs, tweets, etc. for story generation and development, writing for Twitter - tweet- writing guideline, writing on Face book, FB page, Blog writing

Unit- II Editing; Concept, Importance, Process; Guiding Principles of Editing, Media Convergence & Its effects on The News Presentation, Social Networking & Collaboration Through Whatsapp, Snap Chat, Skype etc, Video And Audio Social Sharing: YouTube, Sound Cloud etc., E-newspapers, E-magazines, Digital tools for journalist, Basics of digital news publishing, Views Writing and editing for digital media

DOJ - III Mobile Journalism

Unit – I Mobile Journalism - Introduction and overview, Mobile Revolution, Origins of the Mojo, Workflow, Skills Required, Tools & Apps for Mojo, Social Media – Introduction, Types of Social

Media & Networking Technologies: Social Networking (Facebook, Twitter, Google+), Video Recording apps for MOJO; Fundamentals of Video Editing Applications; Adding Titles, Captions and Logos to Smartphone videos, Basics of Voice over, Sound Editing, Mobile News Packaging, Organising visual elements into a video story, Production of videos from Photo and script.

Unit – II Preparation of questions for Interview, Conducting an Impactful Interview, editing video of Interview, Live storytelling for Mobile Journalists, Write a script, Identifying Target Audience, constructive journalism and solutions-based storytelling, audio & video editing software's, Ethics and best practices in Mobile Journalism, Impact of MoJo on mainstream media.

DOJ - IV Data Journalism

Unit – I Concept and meaning of Data, Data Gathering, Government as a major source of Data Collection, Primary and Secondary Sources of Data Collection, Collection of Data from Non-Government Organization. Data Journalism, Storytelling with data, Data-Driven journalism, Data Visualization, Scraping and Cleaning data.

Unit – II Data analysis and transformations, Data tabulation, Processing data : Classification, segregation and identification, How to Find a Story in Data, Verifying Data, Data Privacy, Ethical and legal issues of Data Collection, Processing data : Classification, segregation and identification, Data analysis and presentation software's.

DOJ - V Digital Media Laws & Ethics

Unit – I Digital Laws :Necessity and Importance, Freedom of Speech and Expression, Storage & access, permission – Keys, Number Locks, Login Password, Mouse Restriction, Fingerprint, Face Lock, OTP etc. Copyright, Database Security & IT Act. Document and PDF file copy protection, Ethical & Unethical Hacking, Digital security – Audio, Video, Image &Text document security measures.

Unit – II Digital Content Protection, Importance of Digital Certificates and Water marking. Data security. The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021, Contempt of Court, Right to Information Act, Defamation, Copyright Act, Media ethics, Reporting on the Web; Reporting with Accuracy; Being Fair; Balanced and Impartial; Maintaining Good Taste and Decency; Protecting Confidential Source of Information.