ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

V SEMESTER **JOURNALISM & MASS COMMUNICATION** TIME:7HRS/WEEK

JMC 5804(4) **SOCIAL MEDIA & ONLINE JOURNALISM** MARKS: 100

w.e.f. 2022-2023) 20AH BATCH **SYLLABUS**

**OBJECTIVES**: To enable the students to

* Understand the basic concept of Social media, focusing on information and communication technologies, social media content,
* Understand the use of social media, its application in everyday life and society.
* Understand the new culture evolved with new media, metrics, the influence of new media in day-to-day life and the evolving theories which explain social media.
* Critically understand the use of social media and society from a developmental perspective and
* To explore on the learning perspective, it also provides space for practical exploration and experiments

**LEARNING OUTCOMES**:

* + - * To understand the concept of new media and its characteristics
      * To understand and Explain its roles and functions
      * To determine the use of social media as a tool for effective communication
      * To identify its role and use it effectively for personal development and social cause
      * To connect it for effective media work
      * To understand the concept of metrics and the evolving theories
      * To understand social media marketing
      * To create and manage social media content responsibly

**UNIT-1:** Social media- Characteristics- Development of social media Analogue and Digital- Interactivity in social media social form of new media- identities and communities online- Living in the interface- Hypertextual, non-sequential writing Simulation – remediation- Consumption of social media and privacy Social Network sites (SNS) definitions-

**UNIT-2:** Digital divide- Convergence of media-Social media use and social network practices- internet and the public sphere - Virtual relationships -virtual communities-new media and identity- virtual ethnography- Para-social Interaction - social media in Journalism

**UNIT-3:** Cyber culture and cybernetics - Consumption and play- meanings and uses of new media, the technological shaping of everyday life- Uses and gratification- physicalism, humanism and technology- Physicalism and technological determinism

**UNIT-4:** Social media and development- E-Governance – social media and Information Literacy- Social media Metrics and analysis-Social media measures- See, Say, Feel Do- Google Analytics- Face book- Twitter Network Analyses – SNS measurement

**UNIT-5:** Social media in advertising and Marketing-Advertising and marketing theories-Consumers – Branding – Promotions -Market research - Marketing communication - SM strategic planning- Search engine Optimization-Return on investment - Real-time social marketing

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**Co-curricular Activities Suggested**: **(5 h) Group Project- 1**

New media concepts

Analogue and digital changes, Interactive communication; Hypertext; Consumption of social media; Simulation; Remediation Students work in a team: Reading understanding the text, guided observation and experiment of the team for a week on their selected area of the topic, Write down the work, distribute the text in the class on the previous day of the presentation and discussion.

**Project - 2**

Project- production- processing and dissemination of social media messages Managing one’s SNS

**Project - 3**

Case studies Cyberspace and Real-world

**Project – 4**

Project Network analysis

**Project- 5**

Social Marketing

***Reference books and websites:***

●  New media, A critical introduction; Second edition, Martin Lister, Jon Ovey, Seth Giddings, Iain Grant & Kieran Kelly- Ebook

●  Living in the Information Age, A New Media Reader, Wrik, P. Bucy, Second Edition

●  Social media, growth and development, Sandesh Shrivastava

**Reading Materials and references**

1. Social Media Communication, Concepts Practices, Data law and Ethics, Jeremy Harris Lipschultz
2. Indian Connected, Mapping the Impact of new media, Edited by Sunetra Sen Narayan, SalinyNarayan
3. Language, Society, and New media, Sociolinguistics Today, Marcel Danesi
4. In the social media Handbook, Policies and best practices, Nancy Flynn

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