



Indraprastha College for Women University of Delhi

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A (H) Multi Media and Mass Communication
Paper Title:	SOCIAL MEDIA
Unique Paper Code:	6294001001
Semester:	I
Faculty(s):	Gaurav Kumar
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
I	Information About the Internet and New Media, Mobile Applications	1	Technology and Literacy
		2	Internet
		3	Intranet
		4	WWW Introduction
		5	(Web 1.0, 2.0, 3.0)
		6	(Web 1.0, 2.0, 3.0)
		7	The Digital Experience
		8	Mobile
		9	Cyberspace and Apps
		10	The User and The Fourth Screen
		11	Representation
		12	Reproduction of work
		13	Media Convergence
		14	ITC
		15	Scope of ITC
		16	Role of ITC
		17	Social Networking Platforms
		18	Blogging
		19	Vlogging
II	Learn Social Network use and Blogging or web podcasting	20	Social Networking Platforms
		21	Social Networking Platforms

II	Learn Social Network use and Blogging or web podcasting	22	Blogging
		23	Blogging
		24	Vlogging
		25	Vlogging
		26	Video Conferencing
		27	Webcasting
		28	Webcasting
		29	Podcasting
		30	Podcasting
		31	Social Bookmarking
		32	Social Bookmarking
III	Internet Activism	33	Internet
		34	Online Activism
		35	Online Activism
		36	Citizen Journalism
		37	Citizen Journalism
		38	Cyber Crimes
		39	Cyber Crimes & Law
		40	Ethics in Social Media
		41	Democratization
		42	Digital Divide

Unit	Content / Syllabus
I	• Technology and Literacy Redefined: Internet, Intranet, WWW (Web 1.0, 2.0, 3.0) • The Digital Experience: Mobile, Cyberspace and Apps • The User and The Fourth Screen: Representation and Reproduction • Media Convergence: ICT - Scope and Role
II	• Social Networking Platforms • Blogging and Vlogging • Video Conferencing, Webcasting, Podcasting • Social Bookmarking
III	• Internet/Online Activism • Citizen Journalism • Cyber Crimes and Ethics • Democratization/Digital Divide

S. No.	Name of Authors/Books/Publishers
1.	Barker, M. S., Barker, D., Bormann, N. F., Neher, K. (2013). Social media marketing: A strategic approach. New York: Cengage Learning.
2.	Castells, M. (2005). The network society: A cross-cultural perspective. Cheltenham: Edward Elgar.
3.	D. Satish, Rajesh Prabhakar Kaila. (2006). Blogs: Emerging communication media. The ICFAI University Press.
4.	Mishra, R.C., (2008). Cyber-crime: Impacts in the new millennium. Author Press.
5.	Lister, M. (2009). New media: A critical introduction. London: Routledge.

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
04	3	1	0
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment - Class Test - Attendance		30
		12	
		12	
		6	
2.	Continuous Assessment (Tutorial) - Activity 1 - Activity 2 - Attendance		40
		20	
		15	
		5	
3.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva		NIL
4.	End Semester Examination		90