



Indraprastha College for Women

University of Delhi

Course Name:	B.A.(H) Multi Media and Mass Communication
Paper Title:	Digital Journalism and Social Media
Unique Paper Code:	6293102001
Semester:	III
Faculty(s):	Ms. Mrinal Singh
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
1	Content Creation for Digital Media	1	Introduction to Digital Journalism
		2	Blogging
		3	Microblogging
		4	Live Blogging
		5	Publishing Articles
		6	White Papers
		7	E-Books
		8	Producing a Multimedia Story
		9	Producing a Multimedia Story
2	Basics of Social Media	10	Social Media: Definition
		11	Social Media: Characteristics
		12	Social Media: Scope
		13	Emerging Trends in Social Media Platforms: Facebook
		14	Emerging Trends in Social Media Platforms: Instagram
		15	Emerging Trends in Social Media Platforms: Twitter
		16	Emerging Trends in Social Media Platforms: Pinterest,
		17	Emerging Trends in Social Media Platforms: LinkedIn
		18	Webcasting

3	Digital Media Management	19	Podcasting
		20	Video Conferencing
		21	Ethical Concerns in Digital Media
		22	Search Engine Results Pages (SERP)
		23	Search Engine Results Pages (SERP)
		24	Search Engine Optimization (SEO)
		25	Social Media Optimization (SMO)
		26	Website Audience Measurement (WAM)
		27	Digital Marketing Tools: MeetEdgar
		28	Digital Marketing Tools: Biteable

Syllabus		
Unit	Contents	Contact Hours
I	Understand the impact of new media technologies and platforms to change the nature of communication.	9
II	Ability to redefine the private and the public sphere, Learn to critically evaluate new media technologies to raise ethical concerns.	11
III	Utilize knowledge gained to design and manage a website as a part of practicum.	8
	Total	28
Text Books/Suggested Readings:		
S. No.	Name of Authors/Books/Publishers	Year of Publication/ Reprint
1.	Heggde, G., & Shainesh, G. (Eds.). (2018). Social media marketing: Emerging concepts and applications. Singapore: Palgrave Macmillan.	2018

2.	Lister, M. (2009). New media: A critical introduction. London: Routledge.	2009
3.	Mishra, R.C. (2008). Cyber crime: Impacts in the new millennium. New Delhi: Author Press.	2008
4.	Swartz, A. (2020). See You on the Internet: Building Your Small Business with Digital Marketing. Vancouver: Page Two Books.	2020
5.	Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. New Delhi: Sage Publications.	2017

Paper Components			
Credits	Lecture (L)	Tutorial (T)	Practical (P)
	2	NA	2
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment - Assignment/Quiz/Project/Presentation - Class Test - Attendance		20
		8	
		8	
		4	
2.	Practical - Continuous Assessment - End Term Written/Practical Exam - Viva		80
		20	
		40	
		20	
3.	End Semester Examination		60