

Savitribai Phule Pune University

Board of Studies for ‘Communication & Journalism’

Post-Graduate Diploma in Digital Media (PGDDM) [Revised Syllabus 2022] Two semester credit-based part time course

Rationale for changes in syllabus: Savitribai Phule Pune University’s Department of Communication and Journalism was running the ‘Post-graduate Diploma in Mass Media’ (PGDMM) for some years. In recent years with advancement in computer, Internet and digital technology new media platforms are emerging fast. In this digital media space lot of employment opportunities are growing. In response to changing media environment, the board decided to convert this diploma into ‘Post-Graduate Diploma in Digital Media’ (PGDDM).

Similarly, in tune with the New Education Policy, this diploma is converted into choice based credit system and duration should be of two semesters. This will be helpful for students to deposit and transfer these credits in future.

Semester I					
Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End of Sem. Exam	
DM 101	Introduction to Digital Media	2	25	25	50
DM 102	Communication Skills for Media	2	25	25	50
DM 103	Digital Media Management	2	25	25	50
DM 104	Understanding Social Media	2	25	25	50
DM 105	Digital Media Technology	2	25	25	50
DM 106	Digital Journalism	2	25	25	50
	Total	12	150	150	300
Semester II					
Paper no.	Paper title	Credits	Marks		Total
			Internal Assessment	End of Sem. Exam	
DM 201	Digital Content (Creation and Curation)	2	25	25	50
DM 202	Digital Branding and Promotion	2	25	25	50
DM 203	Digital Economy and Governance	2	25	25	50
DM 204	Ethics and Laws for Digital Media	2	25	25	50
DM 205	Digital Media, Society and Culture	2	25	25	50
DM 206	Internship and Project	2	50	-	50
	Total	12	175	125	300

DM 101- Introduction to Digital Media

Course objective: This course is an introduction to the field of digital media. It will offer knowledge of concepts, techniques and the latest developments in the digital media world. It will further develop the basic understanding the orientation towards media technology skills and competencies for the students.

1. **Digital Media** –Understanding Digital media; Concept and history of Internet and its functioning; Evolution of World Wide Web; Concepts of Web 2.0, Web 3.0 and decentralized Web; Interactivity; Mobile 2.0; History and overview of Social Networking websites; Concept of media convergence; Introduction to Artificial Intelligence, Machine Learning, Internet of Things and its impact on digital space
2. **Electronic Devices and Gazettes** – Evolution of computing, telephony and Smart-phone technology; Impact of electronic gazettes on society; Use of electronic devices and gazettes like Gimble, Drone cameras, AR and VR Goggles, Smart TV, Smart Watches, etc.
3. **Mobile Applications** – Introduction to mobile applications ecosystem; Mobile Application statistics, Characteristics of mobile applications for users and businesses; Characteristics of content for mobile applications; Mobile News and Content Applications in India.
4. **Over-The-Top (OTT) Platforms** – Impact of the Internet on Television; Emergence of Digital Entertainment and OTT platforms in India; National and International OTT Platforms and their characteristics – Netflix, Amazon Prime, Hotstar, Zee5, JioCinema, Voot, etc; Characteristics of OTT content.
5. **Digital Gaming** - Characteristics of Digital Games; Socio- cultural elements of games; Overview of Digital Gaming industry in India; Mobile gaming; Augmented Reality for Digital Games; Avatars and In-Game Representation; Presence, Immersion, Interactivity for Digital Games; Digital Gaming and Social issues.
6. **Current Trends and Challenges**

DM 102 - Communication Skills for Media

Course objective: This paper aims to facilitate students about the multivariate intricacies of communication in the media industry. It will also build a theoretical background and practical approach for understanding how different types of communications work for diverse media platforms.

1. **Basics of Communication** - Different aspects of human communication, Basic elements of communication; Barriers, filters and noise in communication; Communication and Symbols; Different forms and levels of human communication: Verbal and non-verbal, Intra-personal, Inter-personal, Group, Organization and Public Communication, Mass Communication, Mediated Communication
2. **Communication and Language** - Beginning and development of languages; Symbolic nature of language; Semiotics and Semiology; Importance in communication and mass media; Impact of technology on languages
3. **Language skills for media (written)** – Basic grammar, sentence structure and rules of language use, Vocabulary and using encyclopaedias, Different styles of journalistic and creative writing
4. **Language skills for media (spoken):** Spoken English, pronunciation, intonation, inflection, enunciation, pace, pauses, pitch, etc.

5. **Social Communication Skills:** Interpersonal communication, Interview skills; Group communication, Art of public speaking; Making Power Point Presentations; Communicating on mediated platforms, Use of emojis for digital communication.

DM 103 - Digital Media Management

Course objective: This paper will help students understand the importance of impactful, ethical, and collaborative leadership and management approaches in digital media settings. Students will use real-world case studies to ideate, create and evaluate media management strategies. The module encourages application of key concepts to industry challenges and opportunities with consideration of emerging technologies in the digital world.

1. **Digital Media Economy and Production** – Digital media as business; Economic properties of digital media business; Special characteristics of digital content production; Importance of digital audience research and analysis.
2. **Managing Technology and Human Resource** - Importance of technology and technical team; CTO; Technology integration for digital products; Characteristics of the skilled manpower for digital media industry; Human Resource Management for digital companies: Managing, motivating and retaining Creative Workforce; Managing Freelancers.
3. **Distribution, Business and Ownerships** - Content distribution platforms; Regulatory framework for digital content; Pricing strategies for digital products; Revenue generation and monetization, Digital monetization models – Digital subscription, contribution, crowd-funding, etc. Digital media business ownership structures.
4. **Managing Digital Studios** – Organizational structures of digital studios, Roles, positions and responsibilities of Art Director, Creative Director, Graphic Designer, Video Editor, Social Media Manager, Project Manager, Creative Head, Influencer Partnership Manager, Talent Acquisition Head, etc; Managing YouTube channels.
5. **Digital Journalism Start-ups** – Organizational structures, Roles, positions and responsibilities of Editor, Content Manager, AV Editor, Content Curator, Content Writer, Podcast Editor, Sound Engineer etc.; Business models and case studies from India and abroad.
6. **OTT and Streaming Business** – YouTube as a gateway of OTT; Content creation, distribution and business opportunities; Democratization of ‘Content Spread’; OTT as an alternative platform; Content strategies and formats for OTT; super-OTT, Streaming media service and its popularity; Scalability, security, intelligence and quality needs for streaming media business; Case studies.
7. **Current Trends and Challenges**

DM 104 – Understanding Social Media

Course objective: This paper will explore the ins and outs of social media that will help students to grip the latest trends and updates in the digital world. The paper will enable students to use social media productively and have a framework for understanding and evaluating new tools and platforms with hands-on experience.

1. **Social Media** – Emergence, history and general characteristics of different social media platforms; Categorization and types, Social Media Networks in India; Impact of Social Media on society
2. **Social Media for Personal Use** - Understanding the platform-specific features for personal use; Understanding individual needs and prioritizing social media platforms;

- Individual expressions on social media platforms, Creating platform specific content; Integrating personal use of different platforms, Image building and personal branding
- 3. Social Media for Business** - Social media tools for business; Need analysis and developing social media policy for business; Social media integration with business websites; Social Media for business branding; Social media and crisis communication; Social Media Campaigning.
 - 4. Current Trends and Challenges**

DM 105 - Digital Media Technology

Course objective: This paper provides a basic understanding of different digital technologies and tools. The syllabus includes technical and fundamental education of some key digital media software applications that need to create content and communicate to an audience through images, text, sound, animation etc.

- 1. Understanding Text:** Keyboards and language use – Basic typing, fonts, layout and designing, Using colour, basic editing skills and software; Embedding textual content by using digital tools.
- 2. Digital Audio Technology:** Importance of sound and spoken words; Audio content production: Sound recording and editing; Advanced Tools (Hardware and Software); Standard Operating Procedures; Audio presentations and Podcasts, Audio file formats; File compressions and sharing.
- 3. Digital Video Technology:** Invention and development of Digital Videos; Advanced audio-visual Tools; Video recording formats; Camera, Shots and Composition; Multi-camera shooting; Editing software; Teleprompter, Mobile applications; Types of video file formats; Aspect ratio, Pixel Ratio, File compressions and sharing.
- 4. Digital Content Management:** Advanced Tools (Hardware and software); Standard Operating Procedures; Data/ Content Processing; Multimedia Content; Website designing and management; Data retrieval and analytics; Cloud storage; Media sharing; Content sharing; File formats and compressions.
- 5. Smartphone Technology:** Understanding the features of Smartphones; Rich multi-media enabled apps, Tools and best practices for creating, editing and posting content for mobile platforms.

DM 106 - Digital Journalism

Course objective: This paper helps students with an introduction to the principles and techniques of news reporting, writing and editing for digital platforms. This paper will create and enhance the essential knowledge and skills used for exploring news values, finding story ideas, research, and identifying and interviewing sources to report news and different types of stories for digital journalism.

- 1. Introduction to Journalism** – Brief history and overview of journalism in India, Digital media and digital Journalism in India - e-Papers, websites for newspapers and TV channels, emergence of online news portals; Digital Journalism Start-ups in India.
- 2. Digital Story Telling** – Growth of multimedia content, Process of Digital Content Production and Distribution; Basics of Content Management Systems (CMS); Target audience in digital environment; Digital story-telling formats, Call-to-action (CTA); Crowdsourcing and aggregation; Use of Social Media platforms; Information Disorder and problem of 'Fake News', Fact-checking processes.

3. **Mobile Journalism:** Use of Smartphone for journalism, Mobile Journalism and its advantages; Mastering MoJo skills, Managing the journalistic work flow with mobile; Telling compelling stories, Photo and video stories using Smartphone; Storytelling methods for mobile consumers.
4. **Data Journalism:** Defining 'Data Journalism'; Concept and its current scenario; Importance of data journalism; Finding data sources; Numerical Data: Playing with numbers and presenting them; Data analysis and understanding Data patterns; Writing data stories; Data visualization, Introduction to software like MS Excel, Infogram, etc.
5. **Business of Digital Journalism:** Impact of digital and social media on journalism; Changing newsrooms and integrating digital practices, Economics of digital journalism; Business models for digital platforms and emerging trends; Growing interest of Corporate in Digital Journalism: Meta Journalism Project, Google News Initiative, etc.
6. **Current Trends and Challenges**

Semester II

DM 201 - Digital Content (Creation and Curation)

Course objective: The module will guide students through the whole digital content creation and curation process, from idea generation, research into audiences and the market, digital content production and measuring the impact of the content produced on various levels. The module will enable students to construct, write, optimize and deliver digital media content across multiple digital platforms.

1. **Understanding Consumer** – Digital content audience as consumer; Digital content distribution and consumption; Platform-specific content specialties and intended audience; Audience and market research.
2. **Content Creation and Curation** - Content creation in the digital age; Basics of content curation and process; Idea generation; Creative and conceptual skills for digital content; Different digital formats for content; Strategy and planning for content; Enhancing visibility, Commercial aspects of content creation and marketing, Monetization of digital content, Legal and regulatory framework for digital content.
3. **Creative Digital Content Formats** –Story-telling in digital era; Basics of creative writing; Short-form and long-form writing for digital platforms; Format-specific Digital Content Generation.
4. **Content for Streaming Platforms** - Content specialties of OTT platforms and Web-series, Basics of script writing, dialogue writing and editing for OTT
5. **Current Trends and Challenges** – AR-VR, Gaming

DM 202 - Digital Branding and Promotion

Course objective: This paper will provide students the knowledge about the importance of the digital branding and promotion for marketing success. It will guide students to explore various content marketing strategies, tools, skills and competences that will help them to create digital marketing plans effectively.

1. **Introduction to Digital Marketing** – Characteristics and differences of digital marketing with traditional marketing; Digital marketing metrics and channels; Customer centricity; Digital branding and promotion: Fundamentals, process, brand engagement strategy; marketing and digital tools; Digital Marketing Strategy: Planning, resource building and execution using an agency or a team; Case studies.
2. **Digital Channels and Techniques** - Basics of content marketing; Designing a Web presence; Search Engine Optimisation (SEO) and Search Engine Marketing (SEM); Writing for SEO; Blogging; User Nurturing; Programmatic & display advertising; Google AdWords; Google Ads Search Campaign; Email marketing; Social Media marketing; App store optimization.
3. **Web Analytics** - Introduction to Web analytics; Introduction to CRM; Social CRM and analysis; Google analytics; Content performance analytics; Visitor analysis; Social media analytics; Predictive analytics and decision making.
4. **Digital Campaigning** - Types of digital campaigns; Resource planning; Cost estimates and Budgeting; Bidding strategies; Paid advertising and Social Media; Community Management using Social Media; Campaign planning and creative communications for social media platforms.
5. **Current Trends and Challenges**

DM 203 - Digital Economy and Governance

Course objective: This paper will allow students to understand common features of the digital economy, electronic markets, e-commerce and the fundamentals of different digital business practices of big technology companies. It will deliver knowledge about e-governance and the importance of digitalization in the public domain.

1. **Digital Economy** – Basic features of Digital Economy and its impact on society, Evolution of E-commerce and E-markets in India; Digital Wallets and payment systems; Gig Economy and its relation with E-commerce platforms, Digital Media regulations; Digital Currency – issues and challenges; Digital Media Giants and their role in Digital Economy – Facebook, Amazon, Flipcart, etc.
2. **Digital Governance** – Basic features of E-governance; Use of digital technology for governance – need, impact and issues; Transparency and privacy concerns; Different models of digital governance, Direct benefit transfer, Framework and regulations for digital policies, Digital India initiative.
3. **Current Trends and Challenges**

DM 204 – Ethics and Laws for Digital Media

Course objective: This paper introduces students to legal and ethical issues and concepts related to digital media. It will help students to understand media laws and ethics in India and outside and their implications on the profession. It also examines the justice system's attempts to keep up with the ever-increasing pace of technological development.

1. **Media and Democracy** – Media laws and ethics; Media roles, responsibilities and privileges; Role of media in a democracy; Indian Constitution and media: Freedom of expression, Fundamental Rights, Directive Principles of State Policy, etc.
2. **Media and the State** – Parliamentary Privileges; Contempt of court; Official Secrets Act; Sedition laws; Right to Information; IT Act (2000) and later amendments,

Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021.

3. **Media Ethics**– Ethics and code of conduct for media; Media Bias, censorship, privacy issues, obscenity, violence, hate speech, Fake news and post-truth; Media stereotypes and representation, Defamation and libel, Trial by media; Women and Children in media; Conflict of interests; Social media and journalistic ethics.
4. **Digital Laws** – Importance and necessity; Data Security; Permissions for Login, key, face-lock, OTP, passwords, fingerprints, etc; Intellectual Property: Copyright law and infringement, principle of fair use; Digital Copyright and Creative Commons.
5. **Cybercrimes and Laws** – Defining Cyberspace; Concept of Netiquette, Cyber bullying, Cyber porn, Hacking, spam and other cyber threats; Social media and OTT self-regulation, Recent Case Studies and Exceptions.

DM 205 - Digital Media, Society and Culture

Course objective: This paper will provide students a critical and methodological context for researching the role of digital technologies in culture and society. It will make students understand how the human and social sciences are key to study the cultural and social contexts and futures of computational and other digital technologies.

1. **Technology and Society** – Development of technology networks; Internet and the Network Society; Impact of Digital Media on traditional culture.
2. **Digital Culture** – Meaning of ‘Being Digital’; Defining ‘Digital Society’ and ‘Digital Culture’; Impact of digital media on society and culture; New media and fragmentation of the audience; Virtual Reality and Real Virtuality; Digital games and commodification of culture; Language and culture reflected in streaming videos; Personalization of content and its impact.
3. **Globalization and Digital Media** – Concept of Globalization; Impact of digital technology and platforms on Globalized world; Glocalization, regionalization and trans-nationalization; Digital Platforms and Media Imperialism; Commodification of Data.
4. **Socio-Political Digital Sphere** – Digital divide, Digital media literacy, Digital citizenship; Representation of age, gender, class, caste and ethnicity through digital media; Digital activism, digital social movements and public protests; NGO 2.0; Digital advocacy; Digital media and politics; Digital media and elections; Digital leadership – Influencers and market leaders in digital segments.
5. **Current Trends and Challenges**

DM 206 - Internships and Project

Course objective: This paper will facilitate necessary exposure and practical experience of the digital media to the students. It would provide opportunities for students to explore the digital media space on their own and they may benefit from the mentors in the field.

Internal Assessment: 50 marks, No end-of-semester exam

i) Internship (25 marks):

Norms of evaluation are as follows:

- It should be done **before the end of Sem. II** in any of the digital media organizations for minimum 60 hours (15 days @ four hours a day).

- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organization.

ii) Individual Project (25 marks)

- Every student has to work for Digital content generation/content monitoring/content management process individually. Students can decide and choose the type and genre of the content that to be generated/monitored/managed depending upon their own individual interest. Students need to work for at least a month with such a project. At the end of the project, students need to submit the soft-copy of the project along with in-detailed project report. Report must include the purpose of the project, its usefulness for the individual/business/industry, observations and comments about own work and the learning from such a work in detail.
- A 2500-3000 word written report based on the observations with suitable illustrative material has to be submitted before the end of Sem. II.

Note for Credit System Evaluation:

- As per the credit system a paper of TWO credits will have 'Interaction/Teaching-Learning Sessions' of 30 hours.
- One credit carries total 25 marks.
- Since the continuous internal evaluation is expected for TWO credit course, normally ONE credit of 25 marks is for internal assessment and ONE credit of 25 marks is for end-of-semester examination.
- Course having focus on practical may evaluate the students entirely through internal assessment
