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**PUNYASHLOK AHILYADEVI HOLKAR SOLAPUR
UNIVERSITY, SOLAPUR**

SKILL DEVELOPMENT CENTRE



**Course Name: Certificate Course in Digital
Journalism Year- 2023**

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

SKILL DEVELOPMENT CENTRE

“Certificate Course in Digital Journalism”

Syllabus

Duration of course: 6 Month

Need of Course: Certificate Course in Digital Journalism

1. Digital media is growing in a big way.
2. Job and business opportunities have increased in this media.
3. There is a need for technical training in this field.
4. Making videos for YouTube channels and technical knowledge of news portals is important.
5. If students get this knowledge, they can have a good career in digital media.

Employment and Entrepreneurship Opportunities from Course:

- 1) Students will be able to know the techniques of writing for web.
- 2) Students will get skills of content writing.
- 3) Students can get all skills needed for managing a news portal.
- 4) Students can get all skills needed for managing a You Tube Channel
- 5) After completing this course students can start their own news portal as well as YouTube channel.

Tentative Fees : 3000/-

Minimum Admission Eligibility for Student : HSC Pass

Teacher's Eligibility : M.A. Mass Communication/ M.A Mass Communication and Journalism/ M.A Journalism

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SKILL DEVELOPMENT CENTRE

Syllabus Structure

Course Title: “Certificate Course in Digital Journalism”

Course Duration: 6 Months

Name of Skill Course	Duration	Name of Paper	Paper	Hours Per Paper	Th.	Int.	Pract.	Credits
Certificate Course in Digital Journalism”	6 Months	Digital Media & E content	I	45	80	20	0	3 Credits
		Internal Assessment	II	90			100	3 Credits
		Practical 1 (External Assessment)	III	90			100	3 Credits
		Practical 2 (External Assessment)	IV	45	80	20	0	3 Credits
Total				270	160	40	200	12 Credits

Abbreviations :

Th.- Theory Evaluation,

Int.- Internal Evaluation,

Pract.- Practical Evaluation.

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Course Title : “Certificate Course in Digital Journalism”

SYLLABUS Details

1)	Paper Title	Digital Media and E-Content	
2)	Paper No	1	
3)	Objectives of Paper	1. To provide knowledge to students about production and management of You Tube Channel.	
		2. To provide knowledge to students about production and management of News Portal.	
		3. To provide knowledge to students about digital production tools and communication channels	
		4. To provide knowledge to students about YouTube Channel, News Portal, Revenue Generation.	
		5. To provide knowledge to students about trends of converging digital content.	
4)	Expected out comes from Paper	1. Techniques of writing for web	
		2. Skills of content writing	
		3. Skills of Revenue Generation	
		4. Skills of news bulletin	
		5. Ddashboards operating	
5)	Content		
	Unite-1	A. Evolution of digital journalism: Growth of internet, The World Wide Web and the Information Society, Social media. B. Difference between other media and Digital media. Trends and technologies in Digital Platforms. Digital Media and Digital communication. C. Digital Media: information, education and entertainment, Media Convergence, New media and freedom of speech and expression. D. MOJO (Mobile Journalism).	9 Hour
	Unite-2	A. Planning, Management and Retiring of Content. Writing for web: Basic Principles, latest trends in content design. B. Powers of web Journalism: Information, news and entertainment on web. Preparation and Presentation of web content. C. Ethics of online journalism, News flow: Trends and technologies in digital news media - Blogs and Social Media.	9 Hour

		D. Issues and Challenges in Digital Journalism; Impact of new media technology on media message; Need for regulations; Dynamics of social relationships; Mobile Communication, Skills a journalist needs in the digital age, Citizen Journalism, Computer Assisted Reporting.	
	Unite-3	<p>A. Basic structure of News Portal, Web Development, Introduction of Word Press and Blogger, introduction to interface, Domain, Hosting, Dashboard, Plugin.</p> <p>B. SEO (Search Engine Optimization), Highlighted Keywords, Importance of Hashtags, Script Writing and Graphic Design, Poster Making, Advertise Making, Category.</p> <p>C. Use of Mobile and Computer, Visual Design and Media Processing, Use of Image, Video, Editing Process, Popup Advertisement, Digital photography,</p> <p>D. Quality content creation (Services/Products Page, About us Page, Contact us Page, Privacy Policy, Disclaimer Page etc.) captcha or anti-spam features.</p>	9 Hour
	Unite-4	<p>A. The Role of Journalism on YouTube: Audience Engagement with 'Superbug' Reporting.</p> <p>B. Basic structure of YouTube Channel, News Bulletin Script writing, P2C, news stories for YouTube channel.</p> <p>C. Video Shooting and Editing, Voice Recording and Editing.</p> <p>D. Interview techniques, Mobile Journalism. watch hours, viewers and subscriber, thumbnail making, Advertise Making, playlist functions, Live Video Streaming on Social Media. Digital Videography, Monetization process</p>	9 Hour
	Unite-5	<p>A. Digital Business Strategy, Google AdSense, Google Monetization Policy, Affiliate Marketing, Local Advertising.</p> <p>B. Organic and Inorganic Traffic, Importance of Bookmark, Google Analytics, Google Reviews.</p> <p>C. Social Media Marketing, Google AdWords and Online Display Advertising, PR, Branding and Promotion, Advertisement agency, Digital Advertising (Facebook Boosting, Tweeter, Instagram).</p> <p>D. Google analytics integration for traffic analysis, Google business listing.</p>	9 Hour
6)	Reference Book	<p>1) डिजिटल बातम्या आणि एस.ई.. ओ. – विश्वनाथ गरुड</p> <p>2) डिजिटल पत्रकारिता – विश्वनाथ गरुड</p> <p>3) You Tube Black Book – Christopher Sharp</p> <p>4) Anchoring TV and Live Events – Bindiya Datta</p> <p>5) Writing for Web – Lind Felder</p> <p>6) The ABC of News Anchoring: A Guide for Aspiring- Richa Jain Kalra</p>	

PRACTICAL EXAMINATION:

****Internal Assessment:**

Sr. No	Details	Marks
1	Two Tests based on syllabus	20
2	To prepare Five News for News Portal (submit in file)	10
3	To prepare five news for You Tube Channel (submit in file & Soft copy)	10
4	To conduct and write two interviews for news portal (submit in file & soft copy)	10
5	To conduct & produce two interviews for You Tube Channel (submit in file & soft copy)	10
6	To write two articles and two editorials for news portal (submit in file & soft copy)	10
7	To prepare and produce two news bulletins for You Tube Channel To write a report on how to start and run a news portal	10
8	Writing a report on how to increase revenue of a news portal	10
9	Writing a report on how to increase revenue of a You Tube Channel	10

External Assessment Practical-I

Sr. No	Details	Marks
1	15 Day's Internship in any Local YouTube Channel & submission of report (Two hours per day)	20
2	To conduct one interview for You Tube Channel. Submit file and recording in pen drive.	20
3	To prepare and present one news bulletin for You Tube Channel	20
4	Writing and presentation of one P2C for YouTube Channel	10
5	Voice-over for one news story for You Tube Channel	10
6	To write a report on how to start and run a You tube Channel	10
7	Preparation of two ads for You Tube Channel	10

External Assessment Practical-II

Sr. No	Details	Marks
1	15 Day's Internship in any Local News Portal and submission of report (Two hours per day)	20
2	Covering one news as assigned by examiners for news portal	20
3	To conduct an interview for news portal	10
4	To write one article as assigned by examiners for news portal	10
5	To write one editorial for new portal	10
6	To write a report on how to start and run a news portal	10
7	Preparation of two Ads on computer for News Portal	10
8	To write and upload one news story with photos on news portal	10

Nature of Question Paper for Theory Examination:

Q1: Multiple Choice (16 Marks)

Q2. Short Notes (4 out of 6) (16 Marks)

Q3. Short Answers (2 out of 4) (16 Marks)

Q4. Long Questions (1 Out of 2) (16 Marks)

Q5. Descriptive Question. (16 Marks)

----- Total Marks 80 -----