



Core Paper-

MCJ-18302CR: CONVERGENT JOURNALISM

Unit-I

Introduction to Convergent Journalism

Three Types of Convergence-*Technological Convergence-Economic Convergence-Cultural Convergence*

Backpack Journalist

Implications of Convergence

Online standards vs. traditional journalistic standards

Unit II

Democratizing communication- Shift from vertical to horizontal communication

Information Overload, Usability, and Interactive Media

Online journalism as market-driven journalism

Revenue Models for Digital Media: Case Studies

Unit III

Evolution of Online Journalism

Elements of digital storytelling (Multimedia, Interactivity, Linking)

Online Journalism Tools and Terminology

Generating Story Ideas

Reporting Methods for Online

Ethical challenges of online journalism

Unit IV

Multiple Platforms

Online story construction

Online Copy Editing

Basic Online Layout and Design

Social Media and Web 2.0

3rd semester

MCJ-18302CR. Convergent Journalism

Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)