



Core Paper
MCJ-21302CR

Semester-3rd
CONVERGENT JOURNALISM

Course Objectives

- To help students understand the nuances and characteristics of online journalism and its practices
- To familiarize students with new concepts like data-journalism, CAR & CAJ

Learning Outcomes

- The students shall get an up to date skill set in the evolving journalistic practices.
- The students shall be equipped with training in new and emerging concepts in Journalism

Unit-I

Introduction & Evolution of Convergent Journalism

Types of Convergence

Implications of Convergence on Journalism -Online vs. traditional journalistic standards

Democratizing Communication- From vertical to horizontal

Unit II

Market-driven online journalism & Revenue Models

Information Overload, Usability, and Interactive Media

Mobile Journalism, CAR & CAJ

Ethical Challenges

Unit III

Elements of digital storytelling

Online story construction-Non Linear Storytelling

Online Search Techniques & Data Collection Methods

Writing for Online Media

Unit IV

Online Journalism Tools and Terminology

Basic Online Layout and Design

Social Media and Web 2.0/ 3.0

Data-journalism-forms and format, Data Mining

Suggested Readings

- *Lister, M., Dovey, J., Giddings, S., Grant, I., & Kelly, K. (2009). New media: A critical introduction. Milton Park, Abingdon: Routledge.*
- *Stovall, J. G. (2004). Web Journalism: Practice and promise of a new medium. Boston: Pearson.*
- *Ward, M., & Dickinson, A. (2000). Online journalism. Oxford: Focal.*
- *Siapera, E., & Veglis, A. (2013). The handbook of global online journalism. Malden, Mass: Wiley-Blackwell.*
- *Boczkowski, P. J. (2005). Digitizing the news: Innovation in online newspapers.*
- *Friend, C., & Singer, J. B. (2015). Online journalism ethics: Traditions and transitions.*

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