

**Syllabus of FYUGP
(Minor Interdisciplinary)**

Scheme & Credits	Lecture	Tutorial	Practical	Social Component	Credits
	4	-	-	-	4

Course Objectives

- To enable students to critically understand how digital media shapes culture, communication, and power relations in contemporary society.
- To examine key theoretical perspectives and debates surrounding digital platforms, algorithms, surveillance, and participatory culture.

Course Outcomes

- Students will be able to critically analyse digital media practices, structures, and their socio-political implications.
- Students will demonstrate an understanding of major theories and concepts in digital media studies, applying them to real-world digital contexts and case studies.

Unit 1: Introduction and Foundations of Digital Media

- Introduction to digital media
- Characteristics of Digital Media
- Evolution of digital media

Unit 2: Digital Media in Society and Culture

- Digital media in society
- Networked society; Datafication of everyday life
- Digital public sphere

Unit 3: Key Processes and Transformations

- Digital media and Convergence; Production and Consumption
- Platformization; Multi-platform Story-telling and Impact of Social Media
- Citizen Journalism, User-Generated Content, AI integration

Unit 4: Identity, Participation and Digital Practices

- Digital identity
- Social media and democracy
- Digital humanities

Suggested Readings

1. Mitchell, W. J. T., & Hansen, M. B. (Eds.). (2010). *Critical terms for media studies*. University of Chicago Press.

2. Fuchs, C. (2019). *Nationalism on the Internet: Critical theory and ideology in the age of social media and fake news*. Routledge.
3. Ott, B. L., & Mack, R. L. (2025). *Critical media studies: an introduction for the digital age*. John Wiley & Sons.
4. Hoechsmann, M., & Poyntz, S. R. (2012). *Media literacies: A critical introduction*. John Wiley & Sons.
5. Athique, A. (2013). *Digital media and society: An introduction*. John Wiley & Sons.
- Buckingham, D. (2007). Media education goes digital: an introduction. *Learning, Media and technology*, 32(2), 111-119.
6. Chakravathy, J (2003) *Cyber Media Journalism: Emerging Technology*. Delhi: Authors Press
7. Delfanti, A., & Arvidsson, A. (2019). *Introduction to digital media*. John Wiley & Sons.
8. Dwyer, T. (2010). *EBOOK: Media Convergence*. McGraw-Hill Education (UK).

Web Resources

- <https://criticalmediaproject.org/>
- <https://annenberg.usc.edu/research/critical-media-project>
- <https://criticalmedialab.ch/>

Scheme and Credits	Lecture	Tutorial	Practical	Social Component	Credits
	-	2	1	1	4

Students will be given a choice between the following media projects:

- Tabloid newsmagazine (four pages)
- Broadsheet newspaper (two pages)
- Interactive news portal/ Web-based social network forum
- Radio Documentary/ Drama/ Feature (minimum 12 minutes duration)
- Television Documentary (minimum 10 minutes duration)
- Advertising or Public Relations Campaign
- Three Photo-stories (5-9 pictures each) on different themes ranging from environment, gender, development, heritage, culture, economy, science and technology, and so on.
- Any other relevant project

The evaluation shall be based on a total of 100 marks, comprising 50 internal marks awarded by the supervisor and 50 external marks based on the presentation assessment.