

		<div>National Institute of Technology Meghalaya</div> <div>An Institute of National Importance</div>											CURRICULUM			
Programme		Bachelor of Technology									Year of Implementation			2024-25		
Department		Humanities and Social Sciences									Semester			VI		
Course Code	Course Name	Prerequisite	Credit Structure				Marks Distribution									
			L	T	P	C	INT	MID	END	Total						
			2	0	0	2	50	50	100	200						
HS372	New Media Studies	Nil		COs		Statement				Bloom's Taxonomy						
Course Objectives	To introduce the origin, history and evolution of New Media		Course Outcomes	HS372.1	Explain the origin, history and evolution of New Media				Understand							
	To familiarize an informed acquaintance with the network society			HS372.2	Explain an informed acquaintance with the network society				Understand							
	To familiarize the ethical and legal considerations surrounding the production and distribution of New Media			HS372.3	Evaluate the ethical and legal considerations surrounding the production and distribution of New Media				Evaluate							
	To discuss the implications of New Media and the digital image to public lives in India			HS372.4	Evaluate the implications of New Media and the digital image to public lives in India				Evaluate							
COs		Mapping with Program Outcomes (POs)											Mapping with PSOs			
		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
HS372.1		-	-	-	-	1	1	1	1	1	3	1	3			
HS372.2		-	-	-	-	1	1	1	1	1	3	1	3			
HS372.3		-	-	-	-	1	1	1	1	1	3	1	3			
HS372.4		-	-	-	-	1	1	1	1	1	3	1	3			
HS372		-	-	-	-	1.0	1.0	1.0	1.0	1.0	3.0	1.0	3.0			
SYLLABUS																
No.	Content												Hours		COs	
I	History and evolution of new media; New media and its aftermath; Concepts and role of new media; Interdisciplinary nature of new media; New media technologies; Advantage of new media over traditional media; Contemporary new media culture; Internet, knowledge and society; Politics of new media, New media research; AI in new media												8		HS372.1	
II	Network and cyber-culture; Social-media and their impact on radio TV and newspapers; Origin and growth of world wide web and the Internet; Advertisements, marketing and online publicity; Use of blogs, tweets, etc. for story generation and development; Digital space of knowledge; Video games; Digital image; Virtual reality												8		HS372.2	
III	Public domain and the digital commons; Copyright and IP; Piracy; Online ethics; Online streaming; Fan-subbing; Ownership/authorship debates; E-books and e-publishing; Internet and freedom of expression; Internet regulation in different countries and cyber laws												6		HS372.3	
IV	New media in Indian politics: New media and the changing forms of politics and electoral behaviour in India; Indian media economy; Status of online journalism in India; Internet regulations in India; New media and popular culture in India												6		HS372.4	
Total Hours												28				
Essential Readings																
1. Flew T., <i>New Media: An Introduction</i> , Oxford University Press, 2014.																
2. Manovich, L., <i>The Language of New Media</i> , MIT Press, 2001.																
Supplementary Readings																
1. Manovich, L., <i>Instagram and Contemporary Image</i> , Web, 2016.																
2. Athique, A., V. Parthasarathi, and S. V. Srinivas, <i>The Indian Media Economy</i> , Oxford University Press, 2018.																
3. Sundaram, R., <i>Pirate Modernity: Media Urbanism in Delhi</i> , Routledge, 2010.																