

# Summer Training Programme on “Social Media and Journalism”

## **Introduction:**

Odisha State Open University, Sambalpur is going to introduce a “Summer Training programme on Social Media and Journalism”. The duration of the course will be for one month for the learners to get a chance to get basic use of Social media in day to day life. This course is designed for each segment of people having any qualification and age.

## **Course Type**

Social Media and journalism

## **Duration**

1 month- 40 hours of training programme

## **Fees**

₹ 500.00 only

## **Objectives and Outcomes**

Presently around 90 % of youth are using social media. Social media have emerged the whole world for quick sharing of information for the use of office, education, health awareness, business and marketing.

Mostly knowledge based information are shared with the support of social media. Here the learners should know the objective of Media for the society. This course structure will provide the basic knowledge to use different media and its application in this technological development.

After completion of this course the learners would able to draw attention to use social media into a right direction.

By understanding:

1. Communication process
2. Traditional Media and Mainstream Media
3. Newspaper Magazines
4. Concept of News
5. Radio and Television
6. Media laws and Ethics
7. History of Social Media
8. Types of Social media
9. Online Communities
10. Emerging Media
11. Media Convergence
12. New Communication Technology
13. Ethical aspect of Social Media

## Course Structure

Day	Social Media and Journalism	Hours
1	What is Journalism at present, Dimensions of Communication, Intra, Inter, group and Mass communication, Verbal & Nonverbal Communication, Functions and Elements of Communication, Language in used in Media	2
2	Traditional Media, Early History of Press in India, Role of Media in Freedom Struggle, Media Since Independence, Prominent Newspapers, Magazines & News agencies	2
3	Concept of News, Elements and Structure of news reports Types of News: Hard and Soft, News leads and Their Types, Inverted pyramid style, Sand clock style	2
4	Political parties and politics, Legislative (Covering Assembly and Parliament), Legal reporting Specialized reporting: Defence, Science and Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc. Reporting Conflict: Armed and Social Conflict, Religion Community and Human Rights	2
5	Article 19 1 (a) and Article 19 (2), Contempt of Court, Defamation: Libel and Slander	2
6	Introduction to Radio, History of Radio, Main Features of radio Broadcasting, FM, AM, Community Radio and Internet Radio	2
7	Introduction to Television, History of TV in India, SITE, Cable and satellite, DTH, IPTV, TV on Mobile Commercial Broadcasting	2
8	Role of Journalist, Journalists code of conduct, Journalism as an organized/ unorganized sector, Values and Ethics of Journalism (Objectivity, Truth, Decency and Impartiality, Balance and Independence), Right to Privacy, String Journalism, Yellow Journalism, Paid News, Media Net Pressures (Political, market, legal and Professional)	2
9	Definition of Social Media, History of Social Media, Types of Social Media: Facebook, Twitter, WhatsApp, YouTube, INSTAGRAM, LINKEDIN etc.	2
10	Synergy Between Social Media and Mainstream Media, Convergence of Media	2
11	Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting	2
12	Differences in reporting for Newspapers/News agencies, TV, Radio, Web, Fake News in Social Media	2
13	Citizen Journalism, Crowd Sourcing, Social Engagement: Finding Connections, Sources and Stories	2
14	Online Communities & Discussion Forums, Writing for Social Media, Sharing photos,	2
15	Emerging Media, Characteristics of Emerging Media and its psychological impact on humanbeing.	2
16	New Communication Technologies and Emerging Media, Emerging Media and Mainstream Media	2
17	How Journalists Use Emerging Media, Interactivity and Emerging Media, Use of Multimedia in Emerging Media, Use of Smartphones in Emerging Media	2
18	Developing and Uploading News Stories in Open-Source Platforms, Creating YouTube Channels	2
19	Ethical aspects of Social Media: Privacy and security issues , Social Media Code of Conduct	2
20	Verification and authenticity of Information , I T Act- 2000, Cyber Laws	2
	<b>Total</b>	<b>40</b>