

Department of Journalism and Mass Communication

Creative Skill for Digital Media (SEC)

Semester II

UNIT 1: Introduction to Digital Media

- Digital Media: Origin, Evolution and Development
- Different social media platforms
- Digital Media issues: Cybercrime, hate speech, privacy violation, fake news etc.
- Ethical Concerns of Digital Media

UNIT 2: Basics of Creative Writing

- Need and importance of creative writing
- Creative writing and its process
- Importance of reading in writing
- Elements of effective writing

Unit 3: Basics of Photo-Journalisms

- Photojournalism – Definition, scope & its elements
- Qualities essential for photojournalism
- Basics of Camera & its functions
- Different types of photography
- Basics of photo editing

UNIT 4: Basics of Travel Blogging and Vlogging

- Blogging & Vlogging – Meaning and importance
- Different types of Blogs & Vlogs
- Elements of effective travel writing & Blogging
- Making an attractive travel blog & vlog