



Code	Subject Title	Cr. Hrs	Semester
BSCS-303	Online Journalism	3	V
Year	Discipline		
3	Mass Communication		

- Scope and importance of online journalism
- Socio-economic, legal, cultural and political issues related to the access of information through internet.
- Scanning and Surfing
- Techniques of cyber costing, publishing and marketing Online editions of newspapers/magazines
- Prospects and challenges of Online journalism
- Writing for Website
- Blogs, Virtual Community
- Reporting Online

Recommended Readings:

1. Journalism in the Digital Age, John Herbert, Focal Press Oxford, 2000.
 2. Introduction to Mass Communication, Agee, Ault, 12th ed., Longman, 1997.
 3. Understanding Mass Communication, Defleur, Dennis, Houghton Muffin, N.Y, 1998.
 4. Media Impact, Shirley Biagi, Wadsworth, 1999.
 5. Media of Mass Communication, John Vivian, 1999.
 6. Dynamics of Mass Communication, Dominic 6th ed.
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