

DMC-101: Introduction to Communication and Digital Media

3 Cr. Hrs

Title: Introduction to Communication and Digital Media
Code: DMC-101
Semester: 1st
Rating: 3 Credit Hours

Course Description:

This is an optional course which will help the students to understand the basic concepts of digital media.

Learning Outcomes:

The student will be able to

- Develop an understanding of fundamentals of communication and digital media.
- Become familiar with communication models and traditions.
- Define digital media and understand key terms in the digital media field
- Understand the evolution of media and the transition to digital media
- Explain the importance of the digital revolution

Course Contents:

1. Definitions, types and significance of communication
2. Process, barriers and essentials of effective communication
3. Communication models
4. Traditions in communication
 - 4.1 Cybernetic
 - 4.2 Socio-psychological
 - 4.3 Socio-cultural
 - 4.4 Critical
 - 4.5 Rhetorical
 - 4.6 Phenomenological
 - 4.7 Semiotic
5. Communication and hegemony
6. Media systems in the world
7. Difference between Digital media and Traditional media
8. Evolution of digital media and the transition
9. Types of Digital Media
10. Digital media and key terms used in the digital media field
11. Infrastructures and Platforms
12. Emerging Trends in Digital Media

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.