

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: IV
Syllabus with Effect from: June – 2010/2011

Paper Code: CMS – 701	Total Credit:
Title Of Paper: New Media Technology	

Unit	Description in detail	Weightage (%)
Theory		
Communication Technology (CT)		
I	Concept, Nature and Scope	10%
CT and IT		
II	Similarities and differences; telephony; electronic digital exchange, C-Dot, Pagers, Cellular Telephone.	05%
III	Internet: LAN, MAN, WAN, E-mail, Web; Ownership and administration of Internet, ISPs, WAP; Types of Internet connections: Dial-up, ISDN, lease-line.	05%
IV	Optical fibre: structure, advantage and application; protocols of Internet: SLIP, CSLIP, TCP/ IP, PPP	05%
Web Page, Websites, Homepages		
V	Introduction to HTTP, HTML, ELP, DNS, JAVA; browsing and browsers, bookmarks, searching: through directory search engine, search resources; video conferencing and telephony, e-commerce: m-commerce, buying, selling, banking, advertising on Internet.	10%
VI	Web page development, inserting, linking; editing, publishing, localing, promoting and maintaining a website	05%
Cyber Journalism		
VII	On-line editions of newspapers-management and economics; cyber newspapers-creation, feed, marketing, revenue and expenditure, Online editing, e-publishing; security issues on Internet; social, political, legal and ethical issues related IT and CT.	10%
Practical		
A	Searching and downloading of information;	05%
B	Establishing e-mail address;	05%
C	Accessing, (receiving) sending and replying e-mail;	05%
D	Sending and forwarding e-mail to multiple recipients;	05%
E	Chatting over Internet;	05%
F	Networking with special interest groups;	05%
G	Designing home pages;	05%
H	Creating electronic newspapers;	05%
I	Creating Internet ads, and	05%
J	Establishing and analysing hits and eyeballs.	05%

