

INTRODUCTION TO NEW MEDIA

PROGRAM	BAMMC
YEAR	F.Y.B.A.M.M.C
SEMESTER	II
COURSE:	INTRODUCTION TO NEW MEDIA
	Major Mandatory (2 credits)
COURSE CODE	
PAPER	
TOTAL MARKS	50 (30:20)
NO OF LECTURES	30
SEMESTER II	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCEC-1-101	INTRODUCTION TO NEW MEDIA
COURSE OUTCOME:	
<p>Upon completion of this course, students should be able to:</p> <ul style="list-style-type: none"> To familiarize students with the concept of new media and its significance in the field of multimedia mass communication. To explore the historical development and evolution of new media technologies. To examine the impact of new media on society, culture, and communication. To analyze the characteristics, functions, and uses of various new media platforms. To develop practical skills in navigating, creating, and evaluating new media content. To encourage critical thinking and ethical considerations in the use of new media. 	
1	Introduction to New Media
	<ul style="list-style-type: none"> Definition and scope of new media Distinction between traditional and new media Historical overview of new media technologies The convergence of media technologies
2	Cloud technologies and cloud services and its application in media
	<ul style="list-style-type: none"> Content Storage and Delivery Video Streaming and Distribution Content Production and Collaboration Media Asset Management Live Broadcasting and Remote Production Content Monetization and Analytics
3	IOT and its Application in media
	<ul style="list-style-type: none"> Smart Devices for Content Consumption, Audience Measurement and Analytics Content Distribution and Delivery Personalized Advertising and Targeting: Smart Production and Asset Management

	<ul style="list-style-type: none"> • Interactive and Immersive Experiences. • Smart Advertising Displays.
4	Augmented reality and virtual reality and its application in Media
	<ul style="list-style-type: none"> • Immersive Storytelling • Virtual Tours and Travel Experiences • Live Events and Broadcasting • Gaming and Entertainment • Advertising and Marketing • News and Journalism
5.	Machine Learning and Artificial Intelligence (AI) and its application in media industry
	<ul style="list-style-type: none"> • Content Creation and Curation • Audience Insights and Personalization • Automated Transcription and Translation • Video and Image Analysis • Ad Targeting and Optimization • Automated Content Moderation • Voice Assistants and Chatbots • Predictive Analytics and Audience Engagement • Data Analytics and Decision-Making • Virtual Assistants and Automated Newsrooms
6.	Creative Programming Technologies
	<ul style="list-style-type: none"> • Generative Adversarial Networks (GANs) • Creative Coding Frameworks and Libraries: • Blockchain and Cryptocurrencies • Data Visualization and Infographics
7.	Big data and application of big data in media
	<ul style="list-style-type: none"> • Audience Analytics and Segmentation • Content Recommendation Systems • Real-time Analytics for Content Performance • Ad Targeting and Personalization • Social Media Analytics and Sentiment Analysis • Content Optimization and A/B Testing • Predictive Analytics and Forecasting
8.	Online Gaming and its application in Media
	<ul style="list-style-type: none"> • Esports • Game Streaming • Gaming Content Creation • Gaming Journalism and News • Integration of Gaming into Traditional Media • Advertising and Sponsorship.

	<ul style="list-style-type: none"> • Community Engagement and Social Interaction
	Reference Books:
	<ol style="list-style-type: none"> 1. "Cloud Computing for Media and Entertainment Industry" by Eshwar Pittampalli 2. "The Internet of Things: Key Applications and Protocols" by Olivier Hersent, David Boswarthick, and Omar Elloumi 3. "Augmented Human: How Technology Is Shaping the New Reality" by Helen Papagiannis - 4. "Artificial Intelligence for Media and Entertainment" by Edward Ross 5. "Data Science for Media and Entertainment" by Maya R. Gupta, Ramesh Jain, and Vishal Monga 6. "Data Science for Media and Entertainment" by Maya R. Gupta, Ramesh Jain, and Vishal Monga 7. "Online Gaming in Context: The Social and Cultural Significance of Online Games" by Garry Crawford and Victoria K. Gosling
SYLLABUS DESIGNED BY:	<ol style="list-style-type: none"> 1. DR. HANIF LAKDAWALA 2. MS. AMRIN MOGER
INTERNAL EVALUATION METHODOLOGY:	<p>(any two to be selected- one individual and one group evaluation)</p> <ol style="list-style-type: none"> 1. ORAL & PRACTICAL PRESENTATIONS 2. PROJECTS / ASSIGNMENTS 3. DEBATES /GROUP DISCUSSION 4. OPEN BOOK TESTS 5. QUIZ