

Unit I

General Introduction to Social Media, Social Media: Feedback and Features.

The importance of social media in democracy, Mainstream media relation and differences

Unit II

Types of Social Media

Wikipedia, Blogs, microblogs, Social networking sites

Twitter, YouTube, Instagram, Facebook,

Unit III

Business Use of Social Media, Social Media & Advertising Social Media & Censorship Social media management Social media and public relations

Unit IV

Social media and society, Social media impact on society, Social media and various movements, Social Media and Creative Writing,

Unit V

practical work:

1. Creating and Writing Blog
2. Preparing a report on news made through social media
3. Analysis of the impacts and popularity of social media (on the basis of public opinion) and its presentation
4. Presentation of report on the role of social media in a movement special

Reference Books:

1. Hypertext Virtual Reality and Internet, Jagdishwar Chaturvedi
2. New Media: Linguistic Challenges of the Internet, No. R. Anuradha
3. A to Z Blogging, Irshad Ali
4. Free society's grapefruit, namely Chomsky
5. Hindi Blogging: New Revolution of Expression, Avinash Balspati, Ravindra Prabhat
6. Globalization and Media, Kumud Sharma

