

*Objective: To create awareness among students about the new emerging trends in information technology, new media, also provide the information on addiction and its various levels.*

### **Unit 1**

**Internet:** History, ARPANET, ERNET, Salient Features and advantage over traditional media, history and spread of Internet India, reach access, knowledge society, infotainment, media convergence.

### **Unit 2**

**E-media:** e newspaper, e magazine, blogs, Vlogs, Social media, websites, Television and internet, internet and mobile, Applications, multimedia, multi-mediality, and interactivity.

### **Unit 3**

**Technology and youth :** Mobile and portable devices, Internet Service providers in India, 3G and 4G platforms, addiction to new age games and social media, priming effects of technologies, blogging, effects on personal, family, academic, Financial and occupational levels

### **Unit 4**

**New India and addiction:** Youth and Social media, mobile and youth addiction, Internet addiction, Gaming, Cybersex addiction, addictive new media platforms, Podcast and webcast, news in new media age, Online journalism and online media social issues, Psychological aspect, behavioral impacts & health issues.

### **Unit 5**

**Youth vs. addiction:** Classification of addition, cyber laws, Right to privacy in Digital age, Signs and symptoms of addiction, Cybercrimes, Online sex addiction, role playing online games, treatment and solutions.

Case study of selected topics.

### **TEXT BOOKS/ REFERENCES:**

1. Youth and media: Andy Ruddock, Austratid,2013, Sage publications
2. Disconnected: Youth, New media and Ethics Gap Carrie James.
3. Language of New Media, by Lev Manovich
4. Understanding Today's youth Culture by Wait Mueller