

# JMC 414 SCHEME

Prepared by Benyella Njeko BSc. MA.

## Par 1: Introduction

In this section, students are introduced into the broad concepts of online communication, the main technologies, terminologies and functions of the Internet. After going through this section, students should be able to explain what the internet is, discuss the various components of the internet and how the internet is a major communication tool in the world today.

- Brief history of the internet
  - Cold war period and DARPA (Defense Advanced Projects Agency)
- The Internet today
  - The Internet is a network
  - Internet connectivity via fibre optic connections, Wi-Fi, telephone lines and satellite connection.
  - Other Computer Networks
- Components of the Internet
  - The world wide web - www (http, web pages, hyperlinks)
  - File Transfer
  - Email
  - VOIP
  - Chat, and instant messaging

## Part 2: The WWW

This section introduces the www, the main component of the internet used in visual communication. The section examines what the www is, its history and evolution. The section goes ahead to introduce students to HTML (Hypertext Markup Language) the language used to encode information on the www. It briefly explains the development of the language and introduces students to the basics of web page building using HTML. Students, at the end of this module will be able to explain in detail what HTML is and also be able to write basic HTML code.

- The Early WWW
  - Created by Tim Berners Lee at CERN
  - The web as a one way communication
- The Interactive Web (Web 2.0)
  - Websites become interactive two way communication platforms
  - The birth of social media (Blogs, Forums, Social Platforms, micro blogs)
  - Brand new Opportunity for corporate communication and citizen journalism
- HTML
  - What is HTML
  - The web page and website with html

- Creating a simple HTML page
- Creating page content with HTML elements and tags
- Using attributes to format HTML elements
- Linking HTML pages

## Part 3: Blogging

Part three, the major component of this module delves into the subject of online publishing with emphasis on blogging. Students will in the course of going through this section of the course, learn how to create and manage blogs, work with widgets, plugins, themes as well as learn to integrate blogs to other online media platforms like twitter, Facebook, YouTube and SoundCloud.

By going through this module, the student shall learn how to create an online presence, write and publish their own blog posts, add and edit media such as pictures, audio and video files (podcasting).

- Introduction (First Steps to Blogging)
  - What is a blog?
  - Why do we create a blog
  - Steps to creating a blog
    - Choosing a niche/topic
    - Breaking the topic into subtopics
    - Choosing a blogging platform (Blogs need to be hosted online and there are many platforms that provide hosting services for blogs both free and paid)
    - Choosing a blog title/Theme (Titles or themes must reflect our chosen topic)
    - Setting up your blog address (
      - Qualities of a good address (short and simple, easy to remember, not easily misspelled, uniqueness etc)
      - Domains and subdomains
- Blogging With WordPress
  - wordpress.com
  - Setting up blogs with WordPress
  - Creating your first post
  - Adding and formatting text
  - Adding and editing photos to posts
  - Creating categories, assigning and reassigning posts to categories
  - Deleting and editing posts and categories
  - Adding tags to posts and its importance
  - Adding video and audio to posts (Podcast)
    - YouTube embedding
    - SoundCloud embedding
  - Connecting twitter and Facebook to your blog

- Adding Widgets
- Changing and editing themes
- Moderating comments (permissions, deleting, and checking for spam)
- Marketing your blog
- Tips on how to make money with blogging!
- Vlogging with YouTube