**JCO 4210 ONLINE/DIGITAL JOURNALISM**

**COURSE NAME: ONLINE/DIGITAL JOURNALISM COURSE CODE: JCO 4210**

**CREDIT UNITS: 3**

**CONTACT HOURS: 45**

**TYPE OF COURSE: ELECTIVE**

**Course Description:**

The purpose of this course is to give journalism students a broad perspective and practical skills in the emerging forms of journalism based on the Internet and

other digital platforms. Through lectures (or seminars), class discussions and reading materials, students will examine how the digital revolution has affected journalism. They will also learn the basics of Web publishing, from planning and designing a news site to producing and publishing text, photos, audio and video, through computer lab sessions and practical exercises. The class will study how relationships with audiences can be transformed into more interactive engagement with the Internet and other networked media; consider ethical problems that can arise with new technologies, and how the structure of news organisations can be transformed by technology; learn how to use digital cameras, and experiment with audio and video on multimedia, interactive projects; consider the impact of mobile technologies; and learn to adapt to emerging technologies, keeping in mind the basic values of journalism and its role in a democratic society.

**Course Objectives:**

1. To enable students understand the possibilities and challenges that the

Internet and digital technologies present to journalism.

2. To equip students with practical knowledge and skills to enable them apply the Internet and digital technologies for journalistic purposes.

3. To familiarize students with issues and controversies surrounding the role of the Web as a tool of journalism.

**Course Outline:**

1. Overview of local and international online journalism.

2. How the Web works.

3. Lab: Tools and terminology and Introduction to HTML.

4. Seminar: What online journalism is and how it has evolved. A brief history of the Internet and the digital revolution, and its impact on journalism in the world and in your country. A local or regional case study is presented.

5. Lab: HTML and CSS introduction. Starting the Web publishing project:

students’ resume pages.

6. Seminar: Basic values of journalism applied to the new media. “The Nine

Elements of Journalism.”

7. Types of online journalism (abroad and local). Discussing and selecting topics for short research paper.

8. Lab: HTML: Hyperlinking, inserting images and other advanced authoring techniques. Working on resume pages.

9. Seminar: Planning a class project: Web zine or news Web site.

10. Principles of Web design, information architecture, usability of news Web sites.

11. Lab: Finishing resume pages. Starting to build the class Web zine.

12. Seminar: News Web site analysis: students dissect local and/or foreign news Website that will serve as benchmark for the class Web zine project.

13. Discussing and assigning stories students will write and edit for the class

Web zine.

14. Lab: HTML: Introduction to creating tables and using CSS. Creation of

Web zine in HTML and CSS.

15. Seminar: Gathering information on the Web. Principles of Computer- Assisted Reporting. Progress reports of the stories for the Web zine.

16. Lab: HTML: Additional techniques with tables and CSS. Continuation of development of Web zine in HTML with CSS.

17. Seminar: Principles of writing and editing for the Web. Stories are due and edited for publication on the Web zine.

18. Lab: Introduction to digital camera and techniques.

19. Seminar: Web zine evaluation.

20. Lab: Introduction to Photoshop and introduction to audio interviewing for the Web.

21. Seminar: Blogs and participatory journalism. The audiences’

engagement with news Web sites.

22. Creating a class blog to be combined with the Web zine.

23. Lab: Inserting images and/or photos into Web zine. Introduction to

Audacity.

24. Seminar: Multimedia and interactivity: changing the journalistic storytelling.

25. Discussing and assigning stories students will produce for the class Web zine, emphasizing multimedia projects (i.e., video, audio, photo slideshows, etc).

26. Lab: Inserting audio stories into Web zine. Introduction to the video camera and video reporting techniques for the Web.

27. Seminar: Basic principles of video and photo for the Web. Animated and interactive infographics, audio-slideshows and other forms of visual presentations

28. Lab: Introduction to Soundslides and insert stories into Web zine.

Introduction to iMovie (or other video editing software like Adobe

Premiere or FinalCut Pro).

29. Seminar: The multimedia newsrooms: how the Internet is changing the structure of news organizations. The impact of mobile technology on news production and dissemination: from text-messaging news to mobile phone to podcasts and other new formats.

30. Lab: Insert video stories into Web zine. Introduction to making a podcast.

31. Seminar: Ethical and legal problems of online journalism.

32. Lab: Insert podcasts (optional) into Web zine.

33. Seminar: Discussion about the job market and opportunities to work in online journalism in the region or country. Evaluation of class Web zine and blog.

34. Lab: Finalizing Web zine.

**Learning Outcomes:**

By the end of the course students will:

1. Be able to use the Internet and digital technologies for news gathering and production.

2. Apply their knowledge of to create innovative media products for diverse audiences.

3. Be able to discuss the ethical, social, economic, cultural, and political factors that are shaping and/or affecting the use of the Internet as a journalistic platform.

**Methods of Teaching/Delivery:**

• Lectures

• Seminar discussions

• Computer lab tutorials

• Exercises

• Journalistic projects

**Methods of Assessment:**

• Progressive assessment 100%

**Readings/Reference Materials/Learning Resources:**

• Barr, C. (2010). The Yahoo! Style Guide. New York, NY: St. Martin’s

Griffin.

• Carroll, B. (2010) Writing for Digital Media. London: Routledge.

• Foust, J. (2005). Online Journalism - Principles and Practices of News for the Web, Holcomb Hathaway Publishers, Scottsdale, AZ.

• Stovall, J. G. (2004). Web Journalism - Practice and Promise of a New

Medium, Pearson Education, Boston, MA.

• Quinn, S. (2005). Convergent Journalism: The Fundamentals of

Multimedia Reporting, Peter Lang Publishing, New York, NY.

• Kovach, B. & Rosentiel, T. (2001). The Elements of Journalism: What newspeople should know and the public should expect, Crown Publishers, New York, NY.

• Software: Dreamweaver, Photoshop, Audacity, Soundslides, iMovie (or other video editing software like FinalCut Pro or Adobe Premiere).