GRIFFITH COLLEGE DUBLIN

COURSE OUTLINE

Faculty	Journalism and Media Communications						
Course Title (✓)	CPM	BAPM	BAFTP	BAJ	BAJVM✓	PGDJ	MAJ
Course Level (✓)	Level 6	Level 7			Level 8✓	Level 9	
Module Title	Online Journalism						
Module Code	BAJH-OJ						
Module Lecturer(s)							
Room			Time				
Module aim	On completion, learners are able to confidently play a lead role in production teams in the production of web-based content. Learners also learn key technical skills that allow them to plan, construct and develop online media artefacts in a professional manner						
Module description	The purpose of this module is to provide participants with comprehensive instruction in the techniques and skills of journalist operating in a connected environment. Participants are expected to apply these new skills in an integrated manner across media formats and platforms. They reflect on the vitality of the web, acquire new skills and make sense of a transforming industry. In doing so, participants learn to evaluate and identify trends and opportunities in online media.						

Module Learning Outcomes
On successful completion of this module you will:
1. Develop a range of skills and techniques necessary to become a successful online journalist, both from a theoretical and practical point of view.
2. Demonstrate a critical comprehension in the design and construction of integrated web-based media content.
3. Demonstrate an awareness of the current tools necessary for online journalism and the ability to apply these tools when creating journalistic content online.
4. Recognise and deploy appropriate online journalism strategies to engage readers across a range of online media.
5. Critically appraise the online media landscape and the potential of new technologies and audiences.
6. Develop a range of skills and techniques necessary to become a successful online journalist, both from a theoretical and practical point of view.

Delivery Methods	
Lecturing	1.5 Hours per week
Tutorial	1.5 Hours per week
Module Length	12 weeks

Module Assessment Strategy	Weighting	Due
Assessment – TheCircular.org	100%	17/04/15

	Syllabus Topics and Theories
1. History	• Tutor led session on the history of online journalism. Pioneers, early adopters, case studies and new frontiers. • **Practical: Set up profile on TheCircular and post first article.**
2. How to blog	• Tutor led session on the breakdown of a blog, blogging as a genre, and choosing a focus. • **Practical: Application of the above learnings – producing the second weekly blog post.**
3.Blogging Continued	• Tutor led session on comments and links, plugins and widgets, RSS and microblogging - Twitter. • **Practical: Application of the above learnings – incorporation of the new features in the weekly blog post.**
4. Technology	• Tutor led session on why journalists need to understand technology with a focus on social media and the practical kit necessary for online journalism. • **Practical: Research on five key technologies used by online journalists – and the implementation of at least one of these technologies in the weekly blog post**
5. Writing for the web	• Tutor led session on writing for SEO, multimedia and convergence journalism, research and organisation. • **Practical: Application of the above learnings – particularly the use of hyperlinks – in the weekly blog post.**
6. Data Journalism	• Tutor led session on finding, gathering, interrogating and cleaning up data

	– and how to correctly visualise the results.
	• **Practical: Application of the above learnings – produce a data-based report – in the weekly blog post.**
7. Podcast and audio slideshows	• Tutor led session on what a podcast, why they are so popular and the practical steps necessary to create a podcast
	• **Practical: Application of the above learnings – produce a podcast – to be incorporated into the weekly blog post.**
8. Video	• Tutor led session on what online video journalism is, story formats, and the practical steps necessary to create video for the web.
	• **Practical: Application of the above learnings – produce a video – to be incorporated into the weekly blog post.**
9. Interactivity	• Tutor led session on what interactivity means for journalists, the technology behind it and current industry best practice.
	• **Practical: Application of the above learnings – development of a poll or survey – to be incorporated into the weekly blog post.**
10. User-generated content (UGC)	• Tutor led session on why UGC is important, types of content and why audiences share content.
	• **Practical: Application of the above learnings – registering a storify account, produce a storify piece – to be used as the weekly blog post.**
11. UGC Continued	• Tutor led session on the most popular forms of UGC – photographs, Twitter, Facebook tagging, wikipedia and DIY social networks.
	• **Practical: Application of the above learnings – create and maintain a social network group – eg a Facebook group.**
12. Law and online communication	• Tutor led session on freedom of expression, mobile journalism laws and notes of caution for online journalists.
	• **Practical: Application of the above learnings – draw up a code of conduct for your blog.**

Module Reading List

Allan, S. (2006) *Online News: Journalism and the Internet,* (2009), UK and USA: Open University.

Friend, C. and Singer, J. B. (2007) *Online Journalism Thics: Traditions and Transitions,* USA: M.E. Sharpe

Fry, B. (2008) Visualizing Data, USA: O'Reilly

Hudson, G. and Rowlands, S. (2007) *The Broadcast Journalsim Handbook,* UK: Pearson

Kelly, J. (2009) *Red Kayaks and Hidden Gold: the rise, challenges and value of citizen journalism,* UK: Reuters Institute

Kolodzy, J. (2006) *Convergence Journalism*, USA: Rowman and Littlefield.

Meek, C. (2008) *Web 3.0: what it means for journalists*, journalism.co.uk www.journalism.co.uk/5/articles/532631.php

Meyer, P. (2009) *The Vanishing Newspaper: Saving Journalism in the Information Age,* USA: University of Missouri Press.

Morgan, V. (2008) *Practicing Videojournalism,* UK: Routledge.

Rosenberg, S. (2009) *Say Everything: How Bloggin Began, What It's Becoming, and Why It Matters,* USA: Crown Publishers

Guardian.co.uk/media
Informationisbeautiful.net
Journalists.org
Onlinejournalismblog.com
Poynter.org
Wikileaks.org
Wired.com

GRIFFITH COLLEGE DUBLIN

ASSESSED WORK TITLE SHEET 1415

Faculty	Journalism and Media Communications						
Course Title (✓)	CPM	BAPM	BAFTP	BAJ	BAJVM ✓	PGDJ	MAJ
Course Level (✓)	Level 6		Level 7		Level 8 ✓	Level 9	
Module Title	Online Journalism						
Module Code	BAJH-OJ						
Module Lecturer							
This is a/an (✓)	ASSIGNMENT✓			PROJECT		IN-CLASS WORK	
Description	**Assignment Title: Blog Posts (10 Minimum) - 100%** 1. You are required to contribute to the class blog using the wordpress.com platform. 2. You must publish a minimum of ten entries to the blog over the course of the semester. 3. The new skills and techniques covered each week will guide the content of the following week's blog post.						
Due Date	In Class						

The Learning Outcomes being assessed are:

1. Develop a range of skills and techniques necessary to become a successful online journalist, both from a theoretical and practical point of view.
2. Demonstrate an awareness of the current tools necessary for online journalism and the ability to apply these tools when creating journalistic content online.

The following Assessment Criteria will be apply:

- Originality of content / critical analysis: 25%
- Quality of written content / editing: 20%
- Consistency – weekly posts: 10%
- Quality of Imagery / Video: 10%
- Unique visits to content vs site average: 10%
- Content Engagement – likes, comments, etc.:   10%
- Correct metadata – tags, categories, image links   10%
- Interactivity – links / polls / surveys   5%

All late assignments must be signed in to the Faculty Office during office hours. All late assignments are penalised as per Faculty regulations.