

SYLLABUS

Delaware State University
Department of Mass Communications
College of Arts and Humanities

Course: Online Journalism Fall 2014

CRN# 15429 Course # MCOM 336-90

Instructor: Robert Long, rlong@desu.edu

Prerequisites: News Reporting and Writing

Course Description:

The nature of journalism is changing rapidly to keep pace with an audience that expects to retrieve information almost instantly from multiple platforms. An online structure is required for every media organization today, and journalists must be proficient in using online tools and resources. This course will prepare students for those changes by teaching the basics of online storytelling, creating multimedia presentations, using social media, blogging and the legal and ethical challenges created by the free flow of information on the Internet.

Course Objectives

During the course, students will:

- Develop the basic skill sets needed for today's journalist
- Create and maintain a blog
- Learn to capture and edit audio for online presentation
- Learn how to plan, report and create a multimedia story
- Learn the basics of online video
- Examine and reflect on the field of journalism and how new technology is changing it.

Course Assignments

Each student will set up and maintain a news blog for the duration of the course. Your blog must have a specific focus (e.g., politics, education, environment, technology, sports, movies, music).

- Blog **20 percent**
- Assignments **40 percent**
- Final project **20 percent**
- Midterm and final exams **20 percent**

Required Text

1. Journalism Next

Mark Briggs, CQ Press

Class Website (all assignments will be posted here)

www.dsuonlinejournalism.wordpress.com

Recommended equipment

- ***Flash drive (thumb drive) – at least 2 GB***
 - ***Digital camera***
 - ***Headphones***
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Grading: Each assignment will be graded for accuracy, meeting of deadlines, substance and presentation. Assignments are due by the start of class, unless specifically instructed otherwise. No excuses, other than the hospitalization of the student or the death of a member of the student's immediate family, will be accepted for lateness. A full letter grade will be deducted for each day an assignment is late.

Standards, Ethics and Academic Integrity: Students are expected to adhere to the strictest journalistic and academic standards. For this class, you must do all work yourself, without collaboration with classmates or others, unless I tell you otherwise. Along with certain rights, students also have the responsibility to behave honorably in an academic environment. Academic dishonesty, including cheating, fabrication, facilitating academic dishonesty and plagiarism (including use of unauthorized photos, graphics or text from the Web) will not be tolerated. Any abridgement of academic integrity standards will be referred directly to the campus judiciary. Confirmation of such incidents will result in the earning of an "XF" grade for the course and may result in more severe consequences, such as expulsion. Students who are uncertain as to what constitutes academic dishonesty should consult the university publication called "Academic Integrity."

Students with Special Needs: Talk to the instructor at the end of the first class.

Class Schedule:

(The instructor reserves the right to make changes to this to fit the needs of the students and to accommodate the schedules of guest speakers.)

Aug. 27:

- **Course and syllabus overview and student introductions.**
- **Readings:**
- **Assignment:** Research blogs, decide on blog topic, online readings

Sept. 3:

- **Blogging, writing for online**
- **Readings Week 2:** Chapter 2 *Journalism Next*
- **Assignment:** Create blog, start posting

Sept. 10:

- **Introduction to html**, content management systems, RSS
- **Readings Week 3:** Chapter 1 *Journalism Next*
- **Assignment:** Add RSS feeds, links and other enhancements to blog

Sept. 17:

- **Shooting and editing photos for the Web, Photoshop**
- **Readings:** Chapter 6 *Journalism Next*
- **Assignment:** Shoot and create photo gallery

Sept. 24:

- **MIDTERM EXAM**

Oct. 1:

- **Audio: recording and editing audio for online presentations and podcasts**
- **Readings Week 4:** Chapter 7 *Journalism Next*
- **Assignment:** Group assignment. Interview classmate. Edit interview.

Oct. 8:

- **Combining photos and audio to create a multimedia presentation**
- **Readings:** Chapter 7 *Journalism Next*
- **Assignment:** Create audio slideshow

Oct. 15:

- Social Media, Citizen Journalism, Crowdsourcing
- **Readings:** Chapter 3 & 4 *Journalism Next*
- **Assignment:** Create a Twitter account

Oct. 22:

- **Data on the Web, mapping data**
- **Readings:** Chapter 9 *Journalism Next*
- **Assignment:** Create a Google map

Oct. 29:

- **Basics of shooting video for the web**
- **Readings:** Chapter 8 *Journalism Next*
- **Assignment:**

Nov. 5:

- **Video editing**
- **Readings:** Chapter 8 *Journalism Next*
- **Assignment:** Import and edit video

Nov. 12:

- **Shooting a news story**
- **Readings:**
- **Assignment:** Shoot news video

Nov. 19:

- **Editing news video**
- **Readings:**
- **Assignment:** Edit news video

Nov. 26:

- **No class – Thanksgiving**

Dec. 3:

- **Final projects due**
- **Future of journalism, how to keep pace**
- **Review for final**

Dec. 10:

- **FINAL EXAM**