

**University of North Texas
Mayborn School of Journalism
Online Journalism - JOUR 3340**

**Instructor: Neil Foote, Senior Lecturer, GAB 109
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Office hours: By appointment.**

**Semester: Fall 2011
Class Sessions: Tuesdays & Thursdays,
11:00 am – 12:20 pm
Meeting Place: GAB 319**

Text: DOWNLOAD (free): “Journalism 2.0 How to Survive and Thrive”, reported by Mark Briggs, edited by Jan Schaffer. (http://www.kcnn.org/resources/journalism_20/)

Recommended Reading:

JournalismNext, A Practical Guide to Digital Reporting and Editor, Mark Briggs, (CQ Press, 251 pp)

Recommended Reading:

Convergent Journalism: An Introduction--Writing and Producing Across Media (Paperback) by Stephen Quinn (Editor), Vincent Filak (Editor)

“We the Media, Grassroots Journalism for the People, By the People”, Dan Gilmour (O’Reilly Media, 334 pp)

Additional readings will be made available online.

Recommended “tools”:

* Jump drive/Flash Drive with Min. 2GB or more or external hard drive to store images and/or video files

Course Objectives

By the end of this class you will:

- Learn how traditional media has transformed from analog to digital
- Learn how to write for the web and understand the fundamentals of multimedia storytelling
- Understand basic concepts of how news media websites function, including understanding how to identify the elements of website design and critique functionality
- Learn how to post content – text, video and audio – on the web
- Maintain your own blog/website
- Write/report multimedia packages
- Publish a final website project showcasing your reporting, writing and multimedia storytelling skills

This class will combine lectures, discussion, in class assignments and reading assignments. This will be a hands on class where you will be using your basic journalism skills as well as learn the basics of integrating audio, photographs, graphics and video to enhance your articles. There will be regular and timely assignments where you will analyze, critique and discuss current practices of interactive tools on media websites.

Additionally, this course addresses nine of the ACEJMC core competencies (#1, 2, 3, 4, 5, 6, 8, 9, 11):

1. Understand and apply First Amendment principles and the law appropriate to professional practice;
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. Demonstrate an understanding of the diversity of groups in a global society in relationship to communications;

4. Understand concepts and apply theories in the use and presentation of images and information;
5. Work ethically in pursuit of truth, accuracy, fairness and diversity;
6. Think critically, creatively and independently;
7. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
8. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
10. Apply basic numerical and statistical concepts;
11. Apply tools and technologies appropriate for the communications professions in which they work.

Getting the Most Out of This Class

- ✓ We will be using BlackBoard for this class. **All course readings, assignments and some grading will be posted on <http://ecampus.unt.edu>.** In case of inclement weather or campus closure, we will use the virtual classroom or chat programs to conduct coursework.
- ✓ Since the goal of this class is to prepare you to become a multimedia journalist, you will be expected to become as knowledgeable as possible about the current media trends and issues. At the beginning of the course, each of you will be assigned to find a multimedia story or some other interactive element from a NEWS website tied to one of the day's top stories. You will prepare a memo – as if you were analyzing the story and/or website for the media outlet's editor or producer – present your findings to the class, and write a 300 – 400 word post for your blog.
- ✓ **Do not check your email, use your cell phone or text during class. You will be asked to leave the class immediately and marked absent.**
- ✓ **If you are not in class at 11:00 a.m., you are late and will be marked absent. If you're serious about journalism, you respect deadlines. Treat this class as if you were working at a daily newspaper or television station.**
- ✓ For each unexcused absence, you will lose 5 points off your final grade.

University Plagiarism Policy

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of seven to ten words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially journalism. It's a firing offense in the professional world. In the School of Journalism and Mayborn Graduate Institute of Journalism at UNT, students face a range of penalties for plagiarism (depending on the importance of the assignment):

- A grade of 'F' on a minor assignment;
- A request that the student drop the class;
- Withdrawal of the student from class, initiated by the professor;
- An 'F' for the course;
- A referral to the UNT Center for Student Rights and Responsibilities;
- A notation on the student's transcript; and,
- Expulsion from the university.

A combination of these penalties may also be used. If you need more information or have questions about plagiarism, ask your nearest journalism professor or visit the Center for Student Rights and Responsibilities.

Acceptable Student Behavior:

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. **Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct.** The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.unt.edu/csrr

DISABILITIES. The School of Journalism, in accordance with the Americans with Disabilities Act, makes reasonable accommodations for qualified students with disabilities. If you require any such accommodation, please contact the instructor within the first three weeks of class.

GRADING:

There are several components of this class that contribute to your grade:

WRITING ASSIGNMENTS	20 points
BEAT STORIES	20 points
BLOG ENTRIES	20 points
MID-TERM	20 points
ATTENDANCE	80 points
FINAL PROJECT	30 points
<u>TEACHER EVALUATION</u>	10 points
TOTAL POSSIBLE	200 points

FINAL GRADE SCALE:

- 200 – 190 = A
- 189 – 180 = B
- 179 – 170 = C
- 169 – 160 = D
- 159 – Below = F

NOTE: The work you do in this class must be original and may not be turned in for any other class.

You are allowed to use equipment assigned to this class and, with approval from the professor, other equipment as long as it is similar to the equipment accessible from the University.

You must follow all rules and guidelines related to checking out any audio/visual equipment. Any violation of those guidelines will limit or completely restrict your usage of the equipment. You also are responsible for all costs related to any damage to the equipment.

WRITING ASSIGNMENTS

You will have **four (4) story assignments** throughout the semester that will require original reporting, images and video. Your in-class and homework assignments include writing from wire copy, newspaper/magazine/e-zine articles, notes, lectures and your own interviews. Since this class is preparing you for a real-life journalism experience, you must follow the rules accuracy, clarity, conciseness, spelling, usage, grammar. You are expected to know and understand AP Style for print or broadcast. **You must meet all deadlines. You cannot make up in-class writing assignments.**

BLOG ENTRIES

Part of your experience of becoming a journalist of the 21st Century is that you constantly practice the craft. During the first week of class, we will set up your course-related blog at WordPress.com. On this site, you must write a weekly item that discusses any issue related to electronic media, which may discuss and/or analyze topics we discuss in class or items you find in the news or on media websites. You will be given a specific assignment that will be tied to a certain aspect we are currently studying in class. **Your weekly posting must be made posted by the deadline.**

At least once during the class, you will be responsible for posting an analysis of an interactive tool based on daily news. **This posting will be due BEFORE the class you are making the presentation.** You will be required to prepare a short PowerPoint (no more than 10 slides), including screen shots, on your analysis.

MIDTERM

You will have a midterm that will be based on class notes, speakers, writing assignments, exercises, handouts, speakers, and class discussions.

FINAL PROJECT

This project is going to reflect a culmination of all your coursework. Your final project is designed to: (1) Take our class readings, discussions and analysis and put them into practice; (2) Tap into your skill as a journalist and novice at understanding how the internet works, particularly how content can be presented on the Internet; and (3) Allow you to create a blog that could serve as an important component of your portfolio. Your final grade for this project will be based on your thoroughness in reporting and writing; use of interactivity (e.g. use of related links, photos, slideshows, audio and video), your creativity and your 5-minute in-class presentation. You are not expected or required to hire a web designer or a programmer. All the tools you need are readily available for free on the web, and do not require any sophisticated technical knowledge. The best projects will be published on NTDaily.com and/or NTNewsNet.com

TEACHER EVALUATION:

You will be judged throughout the semester on your attendance participation, creativity, energy, ideas and overall improvement.

(SUBJECT TO CHANGE)

Course Outline

Course Meets Tuesday & Thursday	TOPIC & Assignment
Week 1 – August 25	Introduction: Review syllabus, grading, class format. Course goals. DUE: By the END OF CLASS Today Read the following chapters of “The State of the New Media Report 2011”. It’s available online http://stateofthedia.org/2011/online-essay/ Your assignment is to read the essay on what's going on with online journalism. Post a min. 300 word up to a 500 word essay answering the following questions: * What types of digital advertising are impacting traditional media? * Which type has the potential for helping to sustain traditional media? Please log into http://ecampus.unt.edu to post your essay on Blackboard by 12:20 pm.

<p>Week 2 – August 30 & Sept. 1</p>	<p>Creating Your Blog. Overview: Discuss evolution, role and importance of online journalism. The “Daily News” Website Analysis. Writing for the Web. The “Daily News” Website Analysis. What makes a good news website? News Websites: The Good, The Bad & The Ugly / Analyzing/Critiquing websites.</p> <p>Writing for the Web – Part 1</p> <p>READ:</p> <ul style="list-style-type: none"> • “Thirty Principles to a better landing page design,” http://www.landingpageoptimization.org/30-principles-to-a-better-landing-page-design • Jakob Nielsen, guru of web design and usability: <ul style="list-style-type: none"> ○ Top Ten Mistakes in Web Design: http://www.useit.com/alertbox/9605.html ○ Top Ten New Mistakes in Web design: http://www.useit.com/alertbox/990530.html ○ Top Ten Guidelines for Homepage Usability: http://www.useit.com/alertbox/20020512.html <p>DUE: Sept. 1 – Posted on Your Blog ** Blog Post #1 – Analyzing a Website Part 1: Based on today’s lecture on websites, go to AssignmentEditor.com to find a local newspaper or television website (outside of North Texas). Critique the newspaper or television station website based on your current knowledge.</p>
<p>Week 3 – Sept. 6 & Sept. 8</p>	<p>Components of the Online News Story; Basic HTML; Story Forms</p> <p>DUE: * Sept. 13 - 500-word story on 10th Anniversary of 9/11, including at least three links, three pictures and one video embed. Assignments will be made in class.</p>
<p>Week 4 Sept. 13 & Sept. 15</p>	<p>News v. Blogs: Defining the Difference. Are blogs journalism? Analysis of media blogs v. pundits. What are the elements of a blog? What makes a good blog?</p> <p>This week’s reading: * Read Chapters 5 (How to Blog) & 6 (How to Report News for the Web) of “Journalism 2.0” * Technorati’s “State of the Blogosphere”, http://technorati.com/blogging/article/state-of-the-blogosphere-2010-introduction/ * “When Journalists Blog: How It Changes What They Do,” by Paul Bradshaw, Nieman Reports, Winter 2008, http://www.nieman.harvard.edu/reportsitem.aspx?id=100696</p>
<p>Week 5 Sept. 20th & Sept. 22nd</p>	<p>How news organizations have changed. Types of Convergence/Characteristics of Online News & Reporting for Web: New roles, new responsibilities.</p> <p>DUE: ** BLOG ASSIGNMENT #2 – Sept. 22nd: Based on these readings and our class discussion, find an example of a news blog. Discuss how effective is this in helping inform readers.</p>

<p>Week 6 Sept. 21 & Sept. 29th</p>	<p>What makes a good audio/visual Slide Show. Creating slide shows. Defining/Discussing Digital Storytelling.</p> <p>DUE: * October 4th: Create a slide show using one of the tools we discuss during class with at least 15 photos and detailed captions for each photo.</p>
<p>Week 7 October 4th & October 6th</p>	<p>Elements of a digital story telling. The Seven Elements of Digital Story Telling / Planning Online stories / Storyboarding/Story Structure/</p> <p>This week's reading: * Read "Picking the Right Media for Reporting Your Story," http://multimedia.journalism.berkeley.edu/tutorials/picking-right-media-reporting-story/ * View this video on multimedia storytelling techniques based on a presentation by Daniel Gaines and Eric Ulken of latimes.com: http://multimedia.journalism.berkeley.edu/presentations/158/ * Download "Digital Storytelling Cookbook" from BlackBoard * BLOG ASSIGNMENT #3: Find a multimedia story on a news website (OUTSIDE OF NORTH TEXAS). How effective is the piece in telling the story? How well does the journalist use the elements of digital story telling?</p>
<p>Week 8 October 11 & October 13</p>	<p>Social Media. Crowdsourcing, Twitter. More on new models for news. Role of the e-Reader and online news. Writing/reporting for the web. Crowdsourcing.</p> <p>Discussion of final project.</p> <p>MIDTERM: October 13th</p> <p>This week's reading:</p> <ul style="list-style-type: none"> • Jeff Howe's website on "Crowdsourcing", http://crowdsourcing.typepad.com/ and his original article on "Crowdsourcing": http://www.wired.com/wired/archive/14.06/crowds.html • "5 Creative Uses for Crowdsourcing," http://mashable.com/2010/05/26/creative-crowdsourcing/ • Chapter 3: "Crowd-powered Collaboration," Mark Briggs, Journalism Next: A Practical Guide to Digital Reporting and Publishing
<p>Week 9 October 18th & October 20th</p>	<p>Social Media for Journalists. How journalists are using FaceBook & Twitter. Social Bookmarking.</p> <p>This week's reading:</p> <ul style="list-style-type: none"> • Journalists Guide to Twitter: http://mashable.com/2009/05/14/twitter-journalism/ • Chapter 4, "Microblogging," Mark Briggs, Journalism Next: A Practical Guide to Digital Reporting and Publishing • "Twitter: Can It Be A Reliable Source for News?", http://www.nieman.harvard.edu/reportsitem.aspx?id=102416 • Twitter for Newsrooms: http://media.twitter.com/newsrooms/

	<ul style="list-style-type: none"> • Facebook for Journalists: http://facebook.com/journalists • RESOURCE: http://www.newspapersontwitter.com/ <p><u>DUE Oct. 18th</u> Blog Post #4: You've just been asked by your editor or news director to create a social media strategy for your media company. Write a 500 word memo outlining how you would use Facebook, Twitter, YouTube and other tools to integrate social media into your news coverage.</p>
Week 10 October 25th & October 27th	<p>More on Twitter and Breaking News. Social Bookmarking.</p> <p>This week's reading:</p> <ul style="list-style-type: none"> • Clay Shirky: "The political power of social media." <i>Foreign Affairs</i> 90.1 (Jan/Feb). http://www.foreignaffairs.com/articles/67038/clay-shirky/the-political-power-of-social-media • Gloria Goodale, "New social media and the 2012 election: Waaaaay beyond Facebook 2008." <i>Christian Science Monitor</i>, 20 April. http://www.csmonitor.com/USA/Society/2011/0420/New-social-media-and-the-2012-election-Waaaaay-beyond-Facebook-2008 • Malcolm Gladwell, and Clay Shirky. 2011. "From innovation to revolution." <i>Foreign Affairs</i> 90.2 (Mar/Apr). http://www.foreignaffairs.com/articles/67325/malcolm-gladwell-and-clay-shirky/from-innovation-to-revolution. • Keith N. Hampton, Lauren Sessions Goulet and Lee Rainie, Kristen Purcell, Pew Internet Project "Social networking sites and our lives, How people's trust, personal relationships, and civic and political involvement are connected to their use of social networking sites and other technologies," http://pewinternet.org/Reports/2011/Technology-and-social-networks.aspx • Facebook's Growing Role in Social Journalism, http://mashable.com/2011/02/27/facebooks-growing-role-in-social-journalism/ • Rob Garner, How the Internet Forgets: Before Egypt, '06 U.S. Immigration Protests Were Organized On MySpace, http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=145688 <p>DUE: ** Final Project Overview & Site Map Due</p>
Week 11 November 1st & November 3rd	<p>Editing Audio. Tools of the Digital Journalist; Backpack Journalism. Tools of a Mobile Journalist. Element of a good audio story.</p> <p>DUE: ** Go to NPR.org. Find a story, listen to it and analyze it: How did the report integrate natural sound? Live voice? How many interviews were used? What would you have done differently?</p>
Week 12 November 8th & November 10th	<p>Interactive Graphics. Geotargeting News. Hyperlocalism.</p> <p>DUE: * Audio/Visual slide show featuring at least 15 pictures, audio totaling 1 min., 30 seconds.</p>
Week 13 November 15th & November 17th	<p>What makes a successful news website. Understanding web analytics, online advertising and business models.</p> <p>DUE:</p> <ul style="list-style-type: none"> • Assigned Reading Posted on Blackboard • Site map of Final Project with descriptions.

Week 14 November 22nd & November 24th	Ethics: Doing the Right Thing Legal/Copyright: Knowing What's Right DUE: Assigned Reading Posted on Blackboard
Week 15 November 29th & December 1st	Future Trends: What's New, What's Next Innovation & Ideas – Mobile Technology. DUE: ** Blog Post #5 – Analyzing a Website Part 2: Based on the knowledge you've gained throughout the class, go to AssignmentEditor.com to find a local newspaper or television website (outside of North Texas). Critique the newspaper or television station website based on your current knowledge.
Week 16 December 6th & December 8th	Final Project Presentations
FINALS WEEK May 10 & 12	Final Project Presentations