

MCF-351 Online Journalism (3 Credit Hours)

Course Objective

1. This course is designed to equip the students with modern tools and technology being used in digital journalism around the world. The students will learn how to operate in the newsrooms that heavily rely on technology and internet. The practical component of the course will give the students a hands-on experience of making the best use of technology for reporting and processing news.

Learning Outcomes

2. After completion of course, students shall be able to:
 - a. Create content for any web-based publication
 - b. Work with audio, video and text based mediums
 - c. Use supporting tools such as maps, infographics and other applications within their reports
 - d. Understand the mechanics of a digital newsroom
 - e. Differentiate between different forms of online journalism, and related ethical issues
 - f. Use their skills to work on entrepreneurial ventures related to online journalism

3. Contents

- a. News habits in the digital world, understanding digital audience
- b. Online journalism in Pakistan
- c. Convergent newsrooms
- d. Understanding digital newsrooms – case studies and examples of famous digital news organisations
- e. Digital public sphere – Using social media and beyond
- f. Sourcing and reporting news on social media - Generating ideas, user generated content, social media analysis, posting on social media effectively (Twitter, Facebook, Instagram, Tumblr)
- g. Publishing platforms – WordPress and basic HTML
- h. Multimedia reporting and non-linear storytelling
- i. Reporting for the web and live blogging – including search engine optimisation, scannability, hyperlinks and editing

- j. Podcast production – interviewing techniques, script writing, vox pops
- k. Digital photojournalism – including social media (Instagram) and mobile photography
- l. Videos for the web (pre-production, production, post-production) – including VR, 360 videos, Vines, etc.
- m. Supporting media – infographics, Google Maps, animations, interactive tools, heatmaps, hypertext
- n. Mobile applications - Flipboard, Periscope, Snapchat, Vines, Instagram, etc.
- o. Online tools - UStream, LiveStream, Netlytic, Storify, etc.
- p. Understanding digital newsrooms – case studies and examples of famous digital news organisations
- q. Ethics of online journalism
- r. Entrepreneurial journalism - Freelancing, creating portfolios, hyperlocal news, promotion, branding and funding

Reference Book

1. Bradshaw, P. and Rohumaa, L. (2011). *The online journalism handbook*. Harlow: Longman.
2. Klanten, Robert et al. *Visual Storytelling*. Berlin: Gestalten, 2011. Print
3. Amelia Jones Ed. (2003). *The Feminism and Visual Culture Reader*. London, Routledge.
4. Sunhil Manghani, Arthur Piper, Jon Simon Eds. (2009). *Images: A Reader*. London, Sage
5. Hohenberg,(1983) (5 sub edition) *The Professional Journalist*. Holt Rinehart & Winston
6. Mac Dougall, Curtis D. (1972) *Interpretative Reporting*, New York, Macmillan