

Outlines

Electives Courses:

Multimedia Journalism

Pre-Requisites: For taking this specialization the students are required to pass:

MCF-242 News Reporting and Writing

MCF-351 Online Journalism

MCJ-459 Contemporary Issues in Digital Journalism (3 Credit Hours)

Course Objectives

1. The aim of this course is to teach the students about the issues that are currently being faced by journalists who work on online platforms. This course takes on from the Online Journalism course and dives in the theoretical approaches to solving problems of the digital journalists.

Learning outcomes

2. After this course, the students will be able to:
 - a. Work independently as online journalists
 - b. Understand the problems being faced by digital journalists in the industry
 - c. Predict problems with future technology and prevent it

3. **Content**

- a. Overview of digital journalism
- b. Audience targeting vs Media locations
- c. Multimedia platform planning and analysis
- d. Real-time updates, breaking news
- e. News verification and sourcing
- f. Big data and data journalism
- g. Social media and user generated content
- h. Freedom of speech
- i. Ethical concern of digital media
- j. Privacy and cyber security
- k. Pornography and sexual exploitation
- l. Cyber terrorism and international cybercrimes
- m. New media and upcoming technologies
- n. Earning money through online platforms
- o. Filter bubbles
- p. Click baits
- q. Disruptive UX
- r. Scannability and attention spans
- s. Copyrights and royalty free content

Reference Books

1. Ess, C. (2009). *Digital media ethics*. Cambridge: Polity.
2. Jones, J., & Salter, L. (2012). *Digital journalism*. Los Angeles: SAGE.
3. Kaye, J., & Quinn, S. (2010). *Funding journalism in the digital age*. New York: Peter Lang.

4. Writing and Reporting News: A Coaching Method (Wadsworth Series in Mass Communication and Journalism) Jan 1, 2012 | Large Print by Carole Rich
5. Zion, L., & Craig, D. *Ethics for digital journalists*.