

COURSE SYLLABUS

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| COURSE TITLE: | Journalism, New Media and Community Management | COURSE CODE: | COMM280 |
| PREREQUISITES: | ENGL120 | | |
| INSTRUCTOR: | Alannah Moore | CREDITS: | 3 |
| EMAIL: | alannah.moore.paris@gmail.com | | |

COURSE DESCRIPTION:

In today's volatile world, the path of journalism as a career is revitalized, but also perverted by an overwhelming number of communication platforms and methods. This course travels from the history of investigative and entertainment journalism, to the new media of blogging, vlogging, and podcasts as a means of discourse and communication, to the power of today's social media platforms as a communication device. Ethics and morality have always been central to journalism, and with today's social media networks, it is even more important that students understand the power and influence of communication in this field.

COURSE OBJECTIVES:

This course is interactive and case-based, and guides students through the origins of journalism and how it paralleled technology, from the printing press to the internet. Students will be exposed to a variety of technological platforms; they will work together in groups to explore the course subject matter and complete individual projects in line with their own interests and areas of professional study, in the form of a report, live community or presentation.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to identify and understand:

- The history of journalism as a field and a career
- The evolution of journalism with new media platforms
- The ethical aspects of journalism
- The power of social media and viral communications
- The purpose of community management as a communications tool
- The importance of critical thinking in journalism across the various platforms, and an awareness of media bias, unreliable sources and fake news.

MANDATORY TEXTBOOK:

There is no mandatory textbook.

EVALUATIONS:

The final grade will be determined as follows:

- 10% Class participation, attendance, engagement, in-class discussion, classmate support and feedback
- 30% Individual assignments **to be submitted via the Google Classroom by each deadline. NO EXCEPTIONS**
- 30% Group assignments and peer evaluation
- 30% Final exam

Presence in class is mandatory. More than 2 absences could result in the student failing the course

More than 10 minutes late = ½ absence

Every extra absence = 1 letter grade reduction in final grade

GRADING CRITERIA:

Grades will be based on the standard ABS Grading Rubrics available on become.

COMPUTERS AND SMART PHONES WILL REGULARLY BE USED IN CLASS FOR RESEARCH PURPOSES. ANY STUDENT CAUGHT USING A DEVICE OR A COMPUTER FOR ANY OTHER PURPOSE WILL INCUR ½ ABSENCE AND BE INVITED TO LEAVE THE CLASSROOM.

COURSE SCHEDULE:

| Dates | Reading/Homework | Session Content |
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| Session 1 | | Introduction Brief definitions of the three main axes: journalism, new media and community management Class activity: Media in the news & current themes in media INDIVIDUAL ASSIGNMENT: choice to be made as course proceeds (to present or submit on 4 Dec) GROUP ASSIGNMENT: Comparison of different journalists and different channels (group presentation on 16 Oct) |
| Session 2 | Read the introduction to Alan Rusbridger's book <i>Breaking News: The Remaking of Journalism and Why it Matters Now</i> | JOURNALISM 1 Ethics Media bias |

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| Session 3 | ASSIGNMENT analysis of a journalist and the channel/medium they work with (in preparation for group presentation in class in Session 5) | JOURNALISM 2 Journalism in the digital age |
| Session 4 | ASSIGNMENT analysis of a journalist and the channel/medium they work with (in preparation for group presentation in class in Session 5) | JOURNALISM 3 Fake news |
| Session 5 | ASSIGNMENT: Pick a topic and draft the script for a journalist OR create a 5 minute journalist segment on a topic of your choosing (submit before 23 Oct or present in next class) | JOURNALISM 4 GROUP PRESENTATION: Comparison of different journalists and different channels |
| Session 6 | ASSIGNMENT: analysis of a blog (submit before 30 Oct or present in next class) | NEW MEDIA 1 How do business and brands use new media to influence? Case studies Carole Cadwalladr Ted Talk |
| Session 7 | ASSIGNMENT: analysis of a vlog or podcast (submit before 6 Nov or present in next class) | NEW MEDIA 2 Film and discussion in class : The Great Hack |
| Session 8 | GROUP ASSIGNMENT: Research various brands and evaluate whether the community manager reached their goal (to present on 20 Nov) | COMMUNITY MANAGEMENT 1 What is it and what does the job entail? Class activity: Community management challenges and fails |
| Session 9 | Work on individual and group assignments | COMMUNITY MANAGEMENT 2 Class activity: design a community management strategy |
| Session 10 | Work on individual and group assignments | Group presentations of community management assignment |
| | NO CLASS – Business Games | |
| Session 11 | Work on individual assignments | Final project presentations |
| Session 12 | Exam revision | Final Exam |