



# Course program and reading list

Semester 1 Year 2019

**School:** Sammy Ofer School of Communications B.A

Online Journalism

**Lecturer:**

Mr. Roy Katz [rokatz@runi.ac.il](mailto:rokatz@runi.ac.il)

**Teaching Assistant:**

Ms. Keren Shmuely [shmuely.keren@post.runi.ac.il](mailto:shmuely.keren@post.runi.ac.il)

---

<b>Course No.:</b>	<b>Course Type :</b>	<b>Weekly Hours :</b>	<b>Credit:</b>
7588	Workshop	2	2

<b>Course Requirements :</b>	<b>Group Code :</b>	<b>Language:</b>
Final Paper	191758810	English

---



## Course Description

**Course Subjects:**

1. Introduction: Overview of the class – what we'll learn, expectations, grading. Traditional media vs. new media. Discussion: What is your news consumption like, compared to previous generations?
2. Visual storytelling (Part 1): The power of pictures and video. Introduction to photography in newsgathering. What a Picture Is Worth. Free digital storytelling tools for journalists.
3. Visual storytelling (Part 2): Learn how to choose the best visuals for telling stories on the web and on social media platforms. Use new tools for creating and posting quick videos, and images for audience engagement

4. GUEST LECTURE: To Be Announced
5. IN CLASS ASSIGNMENT #1: "Telling a story in just one image"
6. UGC: We discuss one of the most fundamental changes to professional journalism brought about by the internet: Citizen Journalism. What is it? When did it start and what are its defining moments? How has it impacted journalism and the world at large? Can journalism co-exist with citizen reporting?
7. Documentary & Discussion: Episode #1 of "**Shot in the dark**" (Netflix) followed by in-class discussion "Journalism ethics -first to publish vs. accurate story"
8. Verification and fake news: We look at the unprecedented new access for journalists to sources and information as a result of the internet and platforms like Twitter, Facebook, YouTube and more. We discuss the legitimacy of these sources and look at examples of breaking stories that have resulted from access to them. We discuss the challenges in verifying these sources. **Fact checking** (Assignment #2 - Conduct research online, determine the reliability of sources found, and use the results appropriately as part of a story)
9. Documentary & Discussion: **The Cleaners** (Directed by Hans Block, Moritz Riesewieck, 2018) followed by in-class discussion " The new big Brother?: Is social media creating 'Orwellian' Society"
10. GUEST LECTURE: To Be Announced
11. Technology and digital storytelling: Virtual reality (VR), Augmented reality (AR), 360, Drone journalism, Data journalism
12. Journalism and social networks: Facebook, Facebook live, Twitter, Instagram, YouTube. How to re-package and distribute traditional news stories (print, TV, radio) on social networks.
13. IN CLASS ASSIGNMENT (Final assignment): Re-packaging long form articles to the social platform (Facebook, Twitter, Push notification and Instagram)



## Course Goals

The advent of the Internet has revolutionized the world of journalism in every way. Reporting, publishing and consuming news are now forever changed.

This course looks at the dramatic effects of the Internet on the journalism profession and the world at large. We discuss, among others, the evolution of phenomenon like Citizen Journalism; the radical change imposed on the business model of mainstream journalism; the unprecedented new access to sources and information through platforms like Twitter, Google Earth, YouTube and Facebook (both for journalist and news consumer); the challenges in verifying the information from social media; the new digital players news; the power of mobile devices in capturing powerful news content; and the change in the style of writing for the Web.

This course will analyze these changes and also introduce the tools and knowledge

necessary for any journalist and news professional to survive today. Classes will also take you beyond the boundaries of the university and introduce you to the role of real-life journalists.

You will also be expected to use your own mobile devices to produce fast-paced, quality, relevant digital video and podcast materials for the Web.

The course is for anyone with a serious interest in journalism and producing high-quality content for the digital era.

---

## Grading

### **Composition of Course Grade:**

- 15% Active participation in class and attendance
- 20% In Class Assignments
- 25% Assignment 1
- 40% Assignment 2 (Final)

### **Assignments and Requirements:**

1. Attendance:
    - Attendance in all workshop sessions is mandatory.
    - Up to 2 absences, students must provide a written explanation and obtain the instructor's approval for each absence.
    - Absence from more than 2 sessions will result in a failing grade for the workshop, according to IDC policies.
    - Each student must attend all exercise sessions to which he or she is assigned.
- 

## Additional Notes

### **Content:**

All content produced as part of the workshops will follow ethical guidelines and will not contain inappropriate or offensive remarks.

The school maintains the exclusive right to publish and present selected student works in school events and in the media.

### **Production protocols:**

The school allows usage of the technological infrastructure in accordance with the production protocols as published on the school's website.

---



## Reading List

no readings