

Module	Online Journalism
Course code	BAJH-OJ
Credits	This is an elective module and runs subject to demand.
Allocation of marks	100% continuous assessment

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Demonstrate advanced skills in the use of industry-standard media tools at the forefront of the field to produce high quality online content and web sites.
2. Demonstrate a critical comprehension in the initiating, design and construction of integrated web-based media sites.
3. Critically appraise the online media landscape and the potential of new technologies and audiences.
4. Recognise and deploy appropriate online journalism strategies to engage readers across a range of online media.
5. Assume immediate employment as professionally equipped journalists and communications specialists with the capacity to participate in teams in print, electronic, radio, TV, publishing, public relations or other related media

Module Objectives

The purpose of this module is to provide participants with comprehensive instruction in the techniques and skills of journalist operating in a connected environment. Participants are expected to apply these new skills in an integrated manner across media formats and platforms. They reflect on the vitality of the web, acquire new skills and make sense of a transforming industry. In doing so, participants learn to evaluate and identify trends and opportunities in online media.

On completion, learners are able to confidently play a lead role in production teams in the production of web-based content. Learners also learn key technical skills that allow them to plan, construct and develop online media artefacts in a professional manner

Module Curriculum

- The history of online journalism. Pioneers, early adopters, case studies and new frontiers.
- Breakdown of a blog, blogging as a genre, and choosing a focus.

- Why journalists need to understand technology with a focus on social media and the practical kit necessary for online journalism.
- Writing for SEO, multimedia and convergence journalism, research and organisation.
- Finding, gathering, interrogating and cleaning up data – and how to correctly visualise the results.
- What interactivity means for journalists, the technology behind it and current industry best practice.
- What is a podcast, why they are so popular and the practical steps necessary to create a podcast
- Why user-generated content is important, types of content and why audiences share content.
- Convergence in journalism.
- Usability and accessibility in web design.
- Web design theory and principles.
- Building a web site with a content management system.
- Maintaining a website - using FTP and managing content.
- Social media and websites working together
- Cross-platform issues, embedding media.