The Federal state autonomous educational institution of higher the education «Peoples' Friendship University of Russia»

Faculty of Philology

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

PROGRAM OF DISCIPLINE

Internet Journalism

(Name of the Discipline / Module)

Recommended for the direction of training/speciality:

42.03.02 Journalism

(Code and Name of the field of study, the direction of training/speciality)

The discipline is carried out within the framework of the main professional educational program of higher education (EP HE):

Multimedia Journalism

(Name of the educational program)

2023 г.

1.   OBJECTIVE OF THE DISCIPLINE

Course Aim

The course will explore internet journalism by helping students to know how to become digital journalists and multimedia storytellers. Students will learn some theories and strategies of how traditional news websites are transitioning to digital media platforms, and the challenges and opportunities involved.

The main objectives are

1. To learn how to create and use digital tools for engaging audiences in a professional manner.
2. To will be equipped with technical skills in reporting, producing, and writing digital multimedia content.
3. Students will learn the unique challenges, opportunities, and ethical and legal issues of internet journalism.

2.   REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)

Code	Competence	Indicators of competence achievement (within the discipline)
GC-12.	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve problems; assess information, its reliability, build logical conclusions based on the incoming information and data.	GC-12.2 - Uses a variety of digital tools to enable interactions with others to achieve goals
		GC-12.3 - Master modern technologies, software and hardware for digital communications; communicates in the digital environment (including using SMAAC=Social, Mobile, Apps, Analytics, Cloud technologies) with consideration of information security, confidentiality, ethical and legal requirements
GPC-5.	Able to consider current trends in the development of media communication systems on regional, national, or international level, based on political and economic mechanisms of their functioning, legal and ethical norms of regulation.	GPC-5.1 - Knows the range of political, economic factors, legal and ethical norms regulating the development of different media and communications systems at global, national, and regional levels
		GPC-5.2 - Carries out professional journalistic activities, considering the mechanisms of a particular media and communications system

Code	Competence	Indicators of competence achievement (within the discipline)
GPC-6.	Able to use modern technical tools and information and communication technologies in professional activity.	GPC-6.1 Selects the necessary technical equipment and software for professional activities
		GPC-6.2 Operates modern stationary and mobile digital devices at all stages of the production of a journalistic text and (or) product
GPC-8.	Able to understand the principles of modern information technologies and use them to meet the challenges of professional activity.	GPC-8.1 - Knows digital technologies, methods and techniques of technical processing and placement of information resources and materials in classical and digital resources and media
		GPC-8.3 - Knows how to use digital technologies, methods and techniques of technical processing and placement of information resources and materials in classical and digital resources and media; knows how to create and maintain information databases; knows how to place information in the digital space
PC-1.	Able to participate in the development and implementation of an individual and (or) collective project in the field of journalism.	PC-1.1 - Proposes creative solutions to an individual and (or) collective media project
		PC-1.3 - Implement a journalistic project within their authority and are responsible for the result
PC-2.	Able to organize the process of creating a journalistic text and (or) product.	PC-2.1 - Follows a set schedule in the process of creating a journalistic text and/or product
		PC-2.2 - Divides his/her work resources according to the professional tasks to be performed and the circumstances as they arise

3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline "International Journalism" belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competence discipline by the matrix of competencies.

Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline

Code	Competence	Previous discipline	Subsequent disciplines
GC-12.	Able to search for necessary sources of information and data, comprehend, analyze, memorize, and transfer information using digital tools and algorithms when working with data obtained from various sources to effectively use the information to solve		

Code	Competence	Previous discipline	Subsequent disciplines
	problems; assess information, its reliability, build logical conclusions based on the incoming information and data.		
GPC-5.	Able to consider current trends in the development of media communication systems on regional, national, or international level, based on political and economic mechanisms of their functioning, legal and ethical norms of regulation.		
GPC-6.	Able to use modern technical tools and information and communication technologies in professional activity.texts and (or) media products, and (or) communication products.		
GPC-8.	Able to understand the principles of modern information technologies and use them to meet the challenges of professional activity.		
PC-1.	Able to participate in the development and implementation of an individual and (or) collective project in the field of journalism.		
PC-2.	Able to organize the process of creating a journalistic text and (or) product.		

4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters						
		1	2	3	4	5	6	7
Classroom activities (total)								
Lectures	15		x	x	x	x	x	15
Practical lessons/Seminars	30		x	x	x	x	x	30
Laboratory activities/	-		-	-	-	-	-	-
Control	**18**		-	-	-	-	-	18
Independent work (total)	**81**							81
Overall workload hours	**144**							**144**
Credits	**4**							**4**

5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
Introduction	- Concepts, Glossary, Syllabus, the evolution of internet journalism, new journalistic forms	Lecture
Internet Journalism	- What is internet Journalism? , typologies and characteristics of internet journalism - Internet journalism today	Lecture
Convergence and Internet Journalism	- Technological advancement - multimedia and convergence journalism, - Writing for SEO	Lecture
Social media for journalists	- Social Media Ethics - Newsgathering ethics - Social media metrics and guidelines	Lecture
Digital storytelling tools	- Podcasting and the steps to create it - Creating webpage(wordpress etc) - Blogging, microblogging(Instagram, TimelineJS, Twitter, memes), landing page	Lecture
The web-based journalists:	- Freelancers, - Investigative journalists, - Bloggers, pundits, influencers, citizen journalists	Lecture
Writing for the digital media	- Digital-friendly writing - Organising internet content, invented pyramid stories - Innovative storytelling in internet media	Lecture
Unit 1	Internet journalism: opportunities and challenges	Seminar
Unit 2	Digital Storytelling tools workshop 1: Setting up a podcast	Workshop
Unit 3	Telling stories in internet media(roundtable discussion with a guest speaker)	Seminar
Unit 4	Digital storytelling tools workshop 2: Creating a web and publishing articles	Workshop
Unit 5	Making a profit in an internet age: opportunities and challenges	Seminar
Unit 6	Analyzing social media metrics: Social media policies at news organizations	Seminar
Unit 7		

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

The discipline is implemented using e-learning and distance learning technologies

Table 6.1. Material and technical support of the discipline

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering the discipline (if necessary)
Digital Classroom	computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

** The classroom for students' independent work **MUST be indicated**!*

7. EDUCATIONAL AND METHODICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main readings
1. Harper, C. (2005). Journalism in a digital age. Health, 34(27), 29-38.
2. Briggs, M. (2013). Journalism next: A practical guide to digital reporting and publishing. CQ Press.

Other recommended readings
1. Jenkins, H., Thorburn, D., & Seawell, B. (Eds.). (2004). Democracy and new media. Mit Press.
2. McChesney, R. (2000). So much for the magic of technology and the free market. The World Wide Web and contemporary cultural theory: Magic, metaphor, power, 5-35.
3. Rich, C. (2015). Writing and reporting news: A coaching method. Cengage Learning.
4. Fedler, F., Bender, J. R., Davenport, L., & Kostyu, P. E. (2001). Reporting for the media. Harcourt College Publishers.
5. Goldstein, N. (Ed.). (2007). The associated press stylebook. Perseus Books.
6. Josh Stearns, "Journalism's Theory of Change: From Community Engagement to Community Action," Local News Lab, 2014
7. Nicole Froio, "New Community Tools: Hearken," Coral Project, 2016
8. Neil Shea, "How to Tell Powerful Narratives on Instagram," Nieman Storyboard, 2015.

Web-sites and online resources
1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
- htpp://www.rad.pfu.edu.ru/
- www.libfl.ru
- www.portalus.ru
- www.project.phil.pu.ru
- www.lib.fl.ru
- www.gutenberg.net
- www.ipl.org
- www. the European library.org; www.epoch-net.org
- http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/

2. Databases and search systems:
– web search engine google.com
– online encyclopedia wikipedia.org
– news aggregation website drudgereport.com
– Googlescholar.com

Teaching materials for students' independent work while mastering the discipline/module*:
1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, and test assignments.

* - all educational and methodical materials for students' independent work are published in the current order on the page of the discipline in TUIS!

8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE

The grading materials and grading-rating system* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.

* - are formed based on the requirements of the corresponding local normative act of RUDN University.

AUTHOR OF THE PROGRAM:

PhD in Philology, Assistant of the Mass Communication Department   **Mustapha M. Jamiu**

Position, Department   Signature   Full Name

HEAD OF THE DEPARTMENT:

Mass Communication Department

Name of the Department

Victor V. Barabash

Signature   Full Name

HEAD OF THE PROGRAM:

PhD in Philology, Associate Professor of the Mass Communication Department

Position, Department

Natalia V. Poplavskaya

Signature   Full Name