

MODULE:	ONLINE JOURNALISM
CODE	BAJH-3-2-10
Number of credits	4 semester credits / 6 quarter units
Stage:	III
Theme	Media Skills
Assessment weighting:	Project: 60% Exam 50%

Overview and aims

This module aims to enable the student to:

- Develop awareness and analysis of the role and importance of web-based media technology and content in a multi-media environment.
- Examine and critically evaluate the trends and potential of online media and its constraints.
- Acquire a systematic understanding of the principles and methods of good web design techniques and the editing process through producing online sites and content.
- Identify the specific needs and limitations of web-based journalism and editorial processes.
- Establish a competency in the technologies and applications used in designing and distributing web sites.
- Develop the capacity to write online content in and on appropriate contexts and platforms.

Module Learning Outcomes

On successful completion of this module, the student should be able to:

- 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.
- Write material at an advanced level that is suitable for radio, TV, the internet and

other areas requiring integrated journalistic skills.

- Operate relevant media equipment to a high technical standard.
- Identify and have the confidence to exploit opportunities for new media products/services as they emerge
- Demonstrate advanced skills in the use of industry-standard technology at the forefront of the field to produce high quality online content and websites.
- Write and edit content to a high professional standard for online and web-print hybrid publications.
- Demonstrate a critical comprehension in the initiating, design and construction of integrated web-based media sites.
- Critically appraise the online media landscape and the potential of new technologies and audiences.

Module content

History of the Internet

Impact of Web-Based Journalism

Convergence And Divergence Of News Media

Direction and Potential of Online Media

Website Design

Internet Technologies, Digital Media Platforms

Digital Imaging and Colour for the Web

Maintenance of a Live Website

Writing for an Online Audience

Internet Copyright and Libel Laws

Editorial Processes and Concerns for Web-Based Media

Ethical Considerations