

## SAMPLE COURSE OUTLINE

### Course Code, Number, and Title:

JOUR 1244: Introduction to Online Journalism

### Course Format:

[Course format may vary by instructor. The typical course format would be:]

Lecture 2 h + Seminar 0 h + Lab 0 h

**Credits:** 1.5

**Transfer credit:** For information, visit [bctransferguide.ca](http://bctransferguide.ca)

### Course Description, Prerequisites, Corequisites:

Students will learn about major new trends in online journalism and become fluent in a variety of digital media forms. Topics include writing for the web, social media for journalists, blogging and multimedia production techniques.

Registration in this course is restricted to students admitted to the Journalism program.

Pre-requisite(s): JOUR 1120, 1128, and 1188

Corequisites: None

### Learning Outcomes:

Upon successful completion of this course, students will be able to:

1. Describe the major types of social media used in journalism
2. Assess social-media platforms for their utility for different functions of journalism
3. Create and design a variety of social-media platforms for use in journalism, such as a Twitter account, a blog, a LinkedIn or other similar account, and a selection among other social-media options, including Tumblr, Flickr, Pinterest and others
4. Create journalism pieces using social-media devices such as Storify, Vine or others that emerge.
5. Demonstrate an ability to adapt writing styles for consumption on computer screens and mobile devices, incorporating strategies like text-chunking and sub-headings
6. Apply ethics and legal standards to the use of social media for journalism
7. Apply technical skills in order to produce mobile reporting (on smartphones and iPads)
8. Integrate a variety of social media into the program's newspaper site

**Instructor(s):** TBA

**Office:** TBA

**Phone:** 604 323 XXXX

**Email:** TBA

**Office Hours:** TBA

snəwəyət̚ leləm̚ Langara College acknowledges that we are located on the unceded territory of the Musqueam people.

## **Textbook and Course Materials:**

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:]

Ingram, M. *It's not Twitter- its just the way the news works*. Online.

Kolodzy, J. "Practicing Convergence Journalism". Routledge. 2012.

Foust, J. "Online Journalism: Principles and Practices of News for the Web". Holcomb Hathaway. 2011.

Luckie, M. "The Digital Journalist's Handbook". CreateSpace. 2012.

*Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.*

## **Assessments and Weighting:**

**Final Exam %**

**Other Assessments %**

(An example of other assessments might be:) %

Quizzes/Tests: 20%

Assignments: 40%

Project: 20%

Participation: 10%

Other: 10%

Additional Information:

Number of assignments: Varies

Participation format: Attendance and participation in class discussions

Number and variety of writing assignments: Varies

Proportion of individual and group work:

Individual: 100%

*This generic outline is for planning purposes only.*

**Grading System:** Letter grade

Specific grading schemes will be detailed in each course section outline.

Passing grade: D

**Topics Covered:**

[Topics covered may vary by instructor. An example of topics covered might be:]

- An introduction to digital journalism that looks at how it is changing the face of the industry
- Twitter: How journalists use (and mis-use) Twitter as a reporting tool
- Social-media marketing: How news organizations use this strategy to promote stories and engage readers
- Reporting and writing for the web: Understanding how readers scan the screen differently from a page; text-chunking, active voice and other techniques for effective writing on the web
- Linking and SEO: Why linking is important; best practices for paywalls; what is SEO and how can reporters use it to their advantage
- Blogging: The types of blogs that journalists use; the role of blogs in a news organization
- Mobile reporting with text, audio, and photography: Introduction to best practices and ethics around mobile reporting; understanding the types of events likely to be candidates for mobile reporting; how readers read on mobile devices
- Editing with mobile reporting: Learning the technologies of different kinds of equipment used in mobile reporting

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

**College Policies:**

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

**Departmental/Course Policies:**

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