

WOLLO UNIVERSITY
COLLEGE OF SOCIAL SCIENCES AND HUMANITIES
DEPARTMENT OF JOURNALISM AND COMMUNICATION
COURSE PLAN

I. BASIC COURSE INFORMATION

Title and Module Number: Print & Web Journalism (JoCo-M2061)

Title and Course Number: Online Journalism (JoCo2064)

Credit Hours: 3 Cr. Hrs. / 5 ECTS

Class Schedule: **M34 T12 W12**

II. INSTRUCTOR

Tesfaye Bezabih (Dr.)

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III. ABOUT THE COURSE

This course examines the online news landscape and introduces students to the application of internet technologies into journalism practice. Students are taught of which principles of traditional journalism can and should be applied to the Web, and what makes online journalism unique. Students gain this knowledge through reading assignments, class activities, and a series of reporting, writing, and multimedia reporting assignments. Students will also learn the basics of HTML and other soft wares used to design website and Blogs, web site management and editing web copy, how to write for the web, and Ethical and legal issues in web writing.

Course Objectives

At the end of the course, students will be able to:

- Develop and apply the specific skills and techniques in used in online journalism
- Learn how to search the internet to gather information
- Analyze online resources for information gathering, and to evaluate online media with respect to their credibility, lay out and navigability and other qualities

- Develop a critical understanding of digital work environment for Journalists
- Develop an understanding of legal and Ethical issues for online Journalism
- Understand web page designing skills and apply in various contexts.
- Learn and apply non linear story telling techniques for online Journalistic practice
- Demonstrate understanding of the concepts of usability, web writing through hands –on work.
- Develop and apply the specific skills of uploading and editing online news items.

Course Content

Chapter One: Introduction (Week 1,2,3 &4)

- 1.1. Introduction to Internet
- 1.2. Define Online Journalism/web Journalism
- 1.3. Impact of New media on journalism
- 1.4. Features of New media
- 1.5. Traits of online journalists
- 1.6. Challenges posed by new media on newsrooms of offline Media
- 1.7. Trends in web journalism
- 1.8. Evolution and Growth of New Media

Reading:Saxena,Sunil.(2006).*Headline Writing*. (197-204)

Temple,Nigel(2003).Writing copy for the web.

L.,Stephen and Q.,Stephen(2008). *Online News Gathering: Research*

and Reporting for Journalism.

Ward, Mike. (2002). *Journalism Online*. (1-28)

Chapter Two: Web Site and blogs (week 5&6)

2.1. Introduction to Basics Softawres for web/blog designing

2.2. Essentials of webpage

2.3. Steps for web design

2.4. Web site management

2.5. Features of website

2.6. Blogs

2.6.1. Introduction to blogs

2.6.2 Types of blogs

2.6.3. Uses of blogs

2.6.4. Blogging Experience of some countries (US, China and Africa)

Reading: Briggs, M. (2007). Journalism 2.0: How to Survive and Thrive A digital literacy guide for the information age. USA: J-Lab and the Knight Citizen News Network. Pp. 1-24.

CHAPTER THREE: New Media Theories. (week 7&8)

3.1. Convergence theory

3.2. Uses and gratifications theory

3.3. Normative theories (Libertarian and social responsibility)

3.4. Framing theory

3.5. Critical theory

3.6. Limited effect theory

3.7. Mass society theory

3.8. Third-person effect theory

3.9. Selective exposure theory

Reading: B.,Craig and S., Bob.(2010).*Writing for the internet*.(P. 15-30)

CHAPTER FOUR: Writing and editing copy for the Web (week 9&10)

4.1. Overview of web writing

4.2. Online Researching and Reporting

4.3. Golden rules of web writing style

4.4. Language in Web writing

4.5. Web copy content

4.6. Web copyediting

Reading:Craig, Richard (2005). Online Journalism: Reporting, Writing and Editing for New Media. Canada: Wadsworth. Pp. 1-14

CHAPTER FIVE: Ethical and legal issues in New Media (week 11, 12.13 &14)

5.1. Ethical issues

5.1.1. Accuracy

5.1.2. Fairness and balance

5.1.3. Privacy

5.1.4. Linking

5.2. Legal issues

5.2.1. Plagiarism

5.2.2. Copy right

5.2.3. Defamation-libel and slander

5.2.4. Contempt of court

Reading: P.V., John. (2001). *Journalism and New Media*. (P.80-100)

CHAPTER SIX: The Future of web journalism (week 15&16)

Textbooks/References

Briggs, M. (2007). Journalism 2.0: How to Survive and Thrive A digital literacy guide for the information age. USA: J-Lab and the Knight Citizen News Network.

Craig, Richard (2005). Online Journalism: Reporting, Writing and Editing for New Media. Canada: Wadsworth.

Leon-Gracia, Alberto & Widjaja, Indra (2006). Communicating Networks: Fundamental Concepts and Key Architectures, 2nd Edition. Boston: McGraw Hill.

Ward, Mike (2002). Journalism Online. Oxford: Focal Press.

Methods of Teaching

- A. Lecture-Discussion
- B. Research on the web
- C. Individual and group activities
- D. Hands-on activities

Evaluation

- A. Exercises (5%)
- B. Oral reports and class participation (5%)
- C. Response papers (10%)
- D. Resume/Biographical web page (10%)
- E. Interview stories web site (15%)
- F. blogging (15%)
- G. Final examination (40%)