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| **Your faculty or university:**  Journalism DPT, Lviv National University | | | | | |
| **Study Programme: Journalism** | | | | | |
| **Module Code** | ED 2.1.2.05 | **Level** | BA | **Module Title** | Introduction to Internet Journalism |
| **Credits ECTS** |  | **Year** | 3 | **Weeks** | Semester 1 |
| **Main campus location** | | | | Faculty of Journalism, Ivan Franko National University of Lviv | |

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| **Commence** | September 2020 | **Briefing** | September 2020 |
| **Module Lead/s** | Yuliana Lavrysh | **Lecturers** | Yuliana Lavrysh |
| **Pre-requisite or co-requisite** | | **Content module 1. Internet Journalism: Philosophy of the Web**  Topic 1. Introduction to the course: basic terms and concepts of online journalism.  Topic 2. Virtual Reality: Philosophy of the Web  Topic 3. Social Media, Web 2.0 and Web 3.0 epochs: Prospects for online development  Topic 4: Citizen journalism online: what does it mean to be an active blogger?  **Content module 2. Features of work in Internet journalism**  Topic 5. New media’s genre palette  Topic 6. How to write for online media?  Topic 7. Multimedia, hypertext in new media  Topic 8. Convergent newsroom and interactivity: characteristics and features  Topic 9. Checking and promoting information on the Web: SMM and fact-checking | |

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| **Class Contact Time** | 84 |
| **Independent study time** | 36 |

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| **Description of the module**  The course of "Introduction to Journalism" is designed for 3rd year students. The proposed course is intended for students to acquire basic knowledge and skills in online journalism. In addition to general information about the system, structure and areas of online journalism, the course offers a number of problematic topics and materials aimed at learning relevant practical skills. In order to be successful in today's editorial office, the student must master the specifics of the functioning of the text on the Internet (possibility of additional use of graphs, animations, diagrams, photos, videos, hyperlinks, etc.). | |
| **Project Aims** | |
| **What You Will LEARN?** | **What You DO? Teaching and learning activities?** |
| the history and key technical characteristics of the Internet and the World Wide Web; the history of formation of Internet media and development of media discourse on the Internet (in particular, within the Ukrainian media system); advantages of new media over traditional media, as well as related legal and ethical issues; specifics of mass communication activities on the Internet; | Work on the recommended literature (critical study of textbooks, monographs), master classes (we involve and invite experts when studying the topic of "Virtual Reality"). By completing the semester assignment - i.e. comparison of two sites, students learn to analyze the web resource market in Ukraine, as well as to analyze models of quality web resources, relying on the entire toolkit of new media. By preparing multimedia stories, students try themselves as content managers for online publications, who can choose a relevant topic as well as present it using multimedia tools - video, audio, text, and photos. |

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| **Learning Outcomes**  **Intended Learning Outcomes upon successful completion of Module**  analyzing existing online publications for their compliance with professional journalistic standards;  - formulating the concept of a new online publication  - preparing multimedia materials for the online publication;  - application in practice of the technique of writing texts for online publications | **Indicative Deliverables:**  - ability to effectively use the tools of Internet journalism in professional work;  - critical assessment of the web resources market in Ukraine  - ability to work as a web editor with content rating, work with headings and visualization of material;  - work with genres in the new media: understanding their algorithms and improving them |

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| **Assessment and feedback** |
| **Formative Assessments. Please refer to detailed project schedule for key dates and deliverables.** |
| During the semester, students complete two assignments – select two sites and compare them by the following categories: architecture and design, content (sections, thematic areas), positioning of resources in social networks (hashtags, headlines, collaboration with the audience); the other assignment involves creating a story using text, photos, videos, audio: Students choose a theme for themselves and try to create a complete multimedia composition using materials for web resources. During the DESTIN project, the subject content of the course was somewhat modified. Introduction to Internet Journalism contains two thematic blocks: theoretical foundations of the Internet (history of emergence of the Internet, nature of social networks, virtual reality and nanotechnology), as well as work with online resources (multimedia, hypertext, interactivity, convergent newsroom, work with headlines and visualization in new media, SMM in new media). The course consists of 16 lectures and 16 practical classes |
| **Summative Assessments. Please refer to detailed project schedule for key dates and deliverables.** |
| The course of "Introduction to Internet Journalism" concludes in a pass-or-fail exam, which involves assessments based on a 100-point system (40 points are scored by students during practical classes, 10 points are awarded for attendance at lectures, 10 points for colloquium (oral questioning of each student at the end of semester concerning theoretical material), 20 points are awarded for comparison of sites, and 20 for their multimedia story. |

**Description of the module**

The course "Introduction to Internet Journalism" is designed for 3rd year students of the bachelor's program in journalism.

**Aim** of the module is to study the fundamentals of Internet journalism (IJ) – an important component of the media system, their practical aspects and understanding in the general system of mass communication.

**The main classroom activities** include analyzing the existing online editions for their compliance with professional journalistic standards; formulating the concept of a new online edition; preparing multimedia materials for the online publication; application in practice of the technique of writing texts for online publications.

**Control and evaluation of students' learning.** The course of "Introduction to Internet Journalism" concludes in a pass-or-fail exam, which involves assessments based on a 100-point system (40 points are scored by students during practical classes, 10 points are awarded for attendance at lectures, 10 points for colloquium (oral questioning of each student at the end of semester concerning theoretical material), 20 points are awarded for comparison of sites, and 20 for their multimedia story.