

NEW MEDIA

JOUR 495

Fall 2009

Tuesday & Thursday, 12:30 – 1:45
Room 360 Manzanita Hall

Jéssica Retis, Ph.D.

Office hours: T 10:30-12:00; R 10:30-12:00 and by appt.

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OBJECTIVE:

The main objectives of this course are to provide basic multimedia skills for news production and to analyze current technological transformation in Journalism. This is a Journalism course, not a computer-skills class. Therefore, we expect minimal working knowledge of computers and willingness to learn new software using web-based tutorials and manuals.

STUDENT LEARNING OUTCOMES

Students in this course will attain competency in:

1. Understanding how new technologies are affecting news media production, circulation and consumption
2. Comparing and contrasting print and online news content to understand new storytelling formats
3. Learning about multimedia and practicing basic tools for digital journalism
4. Examining and analyzing web 2.0 such as blogs, forums, and wikies.
5. Working for a team project as well as for individual multimedia clips

CLASS PARTICIPATION:

- Class participation and attendance are very important and will be registered every week. All students are expected to answer questions about the readings assigned for a particular week. *Class attendance is mandatory.*

DISCUSSION AND BLOG ENTRY:

- Each student will lead a class discussion on an assigned reading. The presentation must include a two-paragraph summary of the main points of the reading and one critical question or comment posted on the class blog. You must also lead a discussion of how the reading connects with the topic of the course and other class readings.

IN-CLASS EXERCISES:

- Four in-class multimedia exercises will be assigned during the semester. Students are expected to finish the assignment by the end of the class.
- Assignments will be given number grades, with the lowest-grade assignment dropped.

OFF-CLASS ASSIGNMENTS:

- Five off-class multimedia assignments will be assigned. Assignments will be given number grades, with the lowest-grade assignment dropped.
- Students will be required to submit all five off-class assignments for online publication.

COURSE PROJECTS:

“How we were and how we are: approaching to Census 2010”

Collaborative project with LA Beez (Multimedia)

- This semester students in New Media Course will participate on a collaborative project for *El Nuevo Sol* (www.elnuevosol.net), our bilingual online publication, and *L.A. Beez* (www.labeez.org), an online collaboration of ethnic media outlets featuring hyperlocal news content covering Los Angeles area.
- The project will focus its attention on the socio-demographic changes reflected in the last 10 years in our community. By comparing the latest national demographic data and analyzing current trends, students will produce feature stories to be submitted for publication in both websites.

Collaborative projects with KPFK and Red con Voz (radio)

- Students interested in producing radio are also expected to contribute to our collaborative project with KPFK
 - Radio productions covering Latino communities in Los Angeles

Collaborative projects with ATEI (video)

- Students interested in producing video are also expected to contribute to our collaborative project with Televisión Educativa Iberoamericana
 - Video productions covering cultural news produced by Latino communities

ASSIGNMENTS GRADING:

- ✓ Off-class and final assignments will be grade as follows:
 - 20% Sources: at least three interviews
 - 20% Research: at least two docs or reports analyzed
 - 30% Writing: Spelling, quotation, structure.
 - 30% Techniques used: photo, audio, video

GRADING:

- 10% Class participation and attendance
- 20% Report Reading and discussion
- 20% In-class exercises
- 50% Off-class assignments

Grade equivalences:

96 – 100	A
91 – 95	A-
87 – 90	B+
83 – 86	B
79 – 82	B-
75 – 78	C+
71 – 74	C

67 – 70	C-
63 – 66	D+
60 – 62	D
58 – 59	D-
0 – 57	F
Withdrawal	W
Incomplete	I

MATERIAL NEEDED:

- 1 USB 4g, digital audio recorder, digital camera, digital video camera.

GUEST SPEAKERS:

During the course, we will receive guest speakers working on new media (TBA).

TENTATIVE COURSE OUTLINE
(SUBJECT TO REVISION)

** Pending Approval of furlough days for faculty*

Week 1 **8/25 – 8/27**

Introduction to the course.

Lab: Survey: What do you know about Internet and New Media?
Personal interviews on new media practicing
El Nuevo Sol website presentation
www.elnuevosol.net

Boot camp: **8/28 – 8/29**

Multimedia Boot Camp

Two-session multimedia boot camp

Week 2 **9/1 – 9/3**

Preparing for research on the main Project

Team organization

Guest Speakers: *El Nuevo Sol, L.A. Beez and Census Department Responsibles*

Visit: Introduction on databases and publications on demographics
Librarian Kathy Dabbour, specialist Interdisciplinary Journalism
(Oviatt Library, Lab B)

Week 3 **9/8 - 9/10**

Understanding New Media. News Reporting Methods

Starting the research for the project

Readings: Gilmore, “The Read-Write Web”
Briggs, Journalism 2.0: Chapters 1, 2, 4 and 5

Lab: **1st In-class assignment:**
RSS feeds, news alerts, start a blog for the course
Upload photos on Flickr, tag useful Web sites on del.icio.us
Visit Digg, Reddit and Newsvine to compare stories sources

Guest: News blogger TBA

Week 4 **9/15 – 9/17**

Understanding News Audiences.

Digital Photos. Slides Shows

Readings: Key News Audiences Now Blend Online and Traditional Sources (overview)
Rheingold Howard, “From the Screen to the Streets”
Briggs, Journalism 2.0: chapter 8

Lab: **2nd In-class assignment**
Shooting and editing digital photos
Creating a slideshow

Guest: Digital photographer TBA

- Week 5** **9/22 – 9/24**
Participatory Journalism, Citizen Media
Digital Audio and podcasting
Readings: Bowman and Willis: We Media: chapter 2: Mapping Citizen Media Models
Briggs, Journalism 2.0: Chapter 7
- Lab:** **3rd In-class assignment:**
Recording and editing audio
- Guest:** Broadcast and online radio producer TBA
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- Week 6** **9/29–10/1**
Shooting Video for Feature Stories
Readings: Briggs, Journalism 2.0: Chapters 9 and 10
Lab: **4th In-class assignment**
Shooting and editing video
- Guest:** Broadcast and online video producer TBA
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- Week 7** **10/6-10/8**
Network Community. Journalism: between Content and Connectivity
Shooting Video for Feature Stories
Readings: Derek’s Blog: Participation Online: The Four Cs
Rheingold Flickr image: Types of Journalism, Between Content and Connectivity
Lab: Shooting and editing video
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- Week 8** **10/13-10/15**
Principles of Citizen Journalism
Readings: Principles of Citizen Journalism
<http://www.kcnn.org/principles>
Lab: Discussion on final group projects.
Organizing preproduction, contents, design, roles and functions.
- 1st Off-class assignment due presentation**
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- Week 9** **10/20-10/22**
Final Projects
Lab: Discussion on final group projects.
Organizing preproduction, contents, design, roles and functions.
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- Week 10** **10/27-10/29**
Final Projects
Quiz: **Mid-term Quiz**

Week 11 11/3-11/5
Lab: Final Group Projects

2nd Off-class assignment due presentation

Week 12 11/10-11/12
Lab: Final Group Projects

Week 13 11/17-11/19
Lab: Final Group Projects

3rd Off-class assignment due presentation

Week 14 11/24-11/26
Final Group Projects
Lab: Final Group Projects

Week 15 12/1-12/3
Final Group Projects

Lab: 4th Off-class assignment due presentation

Week 16 12/8
FINAL PRESENTATIONS

Final Exam: 12/10 (12:45-14:45)

READINGS:

1. Gillmore Dan (2008): "The Read-Write Web. Technology that Makes We The Media Possible", in: We The Media. Grassroots Journalism by the People, for the People, O'Reilly. Available: <http://oreilly.com/catalog/wemedia/book/ch02.pdf>
2. Briggs, Mark (2007). Journalism 2.0. How to Survive and Thrive. Available online: http://www.j-lab.org/Journalism_20.pdf
3. The Pew Research Center for the People and the Press, Key News Audiences Now Blend Online and Traditional Sources. Audiences Segments in a Changing News Environment, August 17, 2008-08-20
Overview: <http://people-press.org/report/444/news-media>
Complete Report: <http://people-press.org/reports/pdf/444.pdf> (suggested)
4. Rheingold Howard (2003): "From the Screen to the Streets"
http://www.inthesetimes.com/article/641/from_the_screen_to_the_streets/
5. Bowman, Shayne and Willis, Chris (2003): Introduction to Participatory Journalism, We Media. How Audiences are Shaping the Future of News and Information, The Media Center at the American Press Institute. Chapter 1:
<http://www.hypergene.net/wemedia/weblog.php?id=P36>

Complete Online Book (suggested)

http://www.hypergene.net/wemedia/download/we_media.pdf

6. Participation Online. The Four Cs: Consumer, Commentor, Contributor, Commentator

http://blog.core-ed.net/derek/2006/11/participation_online_the_four_.html

7. Rheingold Flickr image: Types of Journalism: Between Content and Connectivity

<http://www.flickr.com/photos/howardrheingold/2243007222/>

NOTE ON PLAGIARISM:

Plagiarism and other forms of cheating will not be tolerated, and anyone caught cheating will be reported to the University for possible further action. For a further explanation of the behavior defined as academic dishonesty, and a more detailed discussion of disciplinary procedures, consult pages 531–532 of the 2004–2006 CSUN catalog. Please also remember that much of the information posted on the Internet is protected by U.S. copyright laws. Passing this information off as your own is a violation of CSUN’s plagiarism policy and carries the penalty outlined above.