The Hebrew University of Jerusalem

Syllabus

Online Journalism - 50713

Last update 04-08-2019

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Yacov Netzer

Coordinator Email: yacov.netzer@mail.huji.ac.il

Coordinator Office Hours: Thursday 0900-1000 By appointment only
By appointment only

<u>Teaching Staff:</u>
  Mr. YACOV NETZER

<u>Course/Module description:</u>
  The students will be introduced to the world of online magazines and become familiar with professional concepts such as defining specifications, basic design concepts, measurement tools, content management, and marketing and distribution. In addition to a basic theoretical background, the aforementioned will be taught in relation to relevant research.

<u>Course/Module aims:</u>
  Introduction to the world of online magazines and provides students with tools to launch their own online magazine, within a theoretical framework with reference to relevant research.

<u>Learning outcomes - On successful completion of this module, students should be able to:</u>
  To create and launch a basic online magazine

<u>Attendance requirements(%):</u>
  According to the department requirements (20% of absence for justified reasons)

Teaching arrangement and method of instruction: Frontal instruction, class discussion and deliberation. Students will be expected to launch and work on the site throughout the semester.

<u>Course/Module Content:</u>
  1 – Introduction. Instructions for the final project.
2- First steps in WordPress platform and/or WIX platform
3- Characteristics of online magazines and relevant theoretical background for online journalism
4 - Website specifications
5 - Homepage specifications
6 - Website design principles
7- Discussion and review of final project choice
8 - Online advertising and progress review of students projects
9 - Measurement tools

10 - Innovation in journalism
11 - Audience participation
12 - Social networks
13 - Presentation of final projects

<u>*Required Reading:*</u>
None

<u>*Additional Reading Material:*</u>
Measurement:
Anderson, C. W. (2011). Between creative and quantified audiences: Web metrics and changing patterns of newswork in local US newsrooms. Journalism, 12(5), 550-566.
Cherubini, F., & Nielsen, R. K. (2016). Editorial analytics: how news media are developing and using audience data and metrics.
Tandoc Jr, E. C. (2014). Journalism is twerking? How web analytics is changing the process of gatekeeping. New Media & Society, 16(4), 559-575.

Innovation in journalism
: The New York Times innovation report. Chapter 3 – Digital first, pp. 81-96
http://www.presscouncil.org.au/uploads/52321/ufiles/The_New_York_Times_Innovati on_Report_-_March_2014.pdf
Keller, B. (2013). Is Glenn Greenwald the future of the news? The New York Times. Retrieved from http://www.nytimes.com/2013/10/28/opinion/a-conversation-in-lieu-of-a-column.html?_r&eq;0
Pavlik, J. V. (2013). Innovation and the Future of Journalism. Digital journalism, 1(2), 181-193.

Online advertising:
Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. Psychology & Marketing, 32(1), 15-27.
Golan, G. J., & Zaidner, L. (2008). Creative Strategies in Viral Advertising: An Application of Taylor's Six-Segment Message Strategy Wheel. Journal of Computer-Mediated Communication, 13(4), 959-972.

Social networks *ישראל, אביב-תל. רשתות של החדש המדע :קישוריות, (2004). ל.א, ברבאשי:*
ידיעות אחרונות ספרי חמד. עמ' 193-237.
Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. Journal of Computer-Mediated Communication, 13(1), 210-230.

Online marketing within the social networks environment:
Shen, G. C. C., Chiou, J. S., Hsiao, C. H., Wang, C. H., & Li, H. N. (2016). Effective marketing communication via social networking site: The moderating role of the social tie. Journal of Business Research, 69(6), 2265-2270.

Audience participation:
Holton, A. E., Lewis, S. C., & Coddington, M. (2016). Interacting with Audiences: Journalistic role conceptions, reciprocity, and perceptions about participation. Journalism studies, 17(7), 849-859.
Netzer, Y., Tenenboim-Weinblatt, K., & Shifman, L. (2014). The Construction of Participation in News Websites: A five-dimensional model. Journalism studies, 15(5), 619-631.

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 0 %
Project work 0 %
Assignments 0 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 100 %
See Additional information

Additional information:
Participation in Tutorials and assignments- 15%
Presentation – 15%
Final project – 70% (including guest judges)