Course Outline

School / Portfolio: Faculty of Education and Arts
Course Title: E-JOURNALISM
Course ID: ATSGC2656
Credit Points: 15.00
Prerequisite(s): (ATSGC1330)
Co-requisite(s): Nil
Exclusion(s): ATSGC3656
ASCED Code: 100703

Program Level:

<table>
<thead>
<tr>
<th>Level</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
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<th>10</th>
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<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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Learning Outcomes:

Knowledge:

K1. Appraise the quality and impact of online news sites in the contemporary media landscape at intermediate level.
K2. Analyse the contribution of online journalism to the fourth estate and the issues arising from the influences of new technologies.
K3. Identify appropriate content and formats for online journalism at intermediate level.

Skills:

S1. Research and explain the historical rise of internet news media and its implications for journalism.
S2. Demonstrate intermediate level competency in the use of online tools and functions.
S3. Design independent research to gather information for journalistic purposes at intermediate level.

Application of knowledge and skills:

A1. Design a news blog
A2. Apply the principles and methods of online news reporting at intermediate level.

Course Content:

Topics may include:
Course Outline

ATSGC2656 E-JOURNALISM

- Why and how the WWW has influenced journalism
- Writing styles and principles of graphics for web news publishing
- Analysis and use of web design software
- Principles of audio and video production
- Journalists’ roles and status in a changing media landscape

Values and Graduate Attributes:

Values:

V1. Appreciate the power of technology on society’s major institutions
V2. Respect the role of journalism in globally changing times

Graduate Attributes:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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<tbody>
<tr>
<td>Continuous Learning</td>
<td>Students develop computer skills applicable in the media workplace.</td>
<td>High</td>
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<tr>
<td>Self Reliance</td>
<td>Students extend their research skills to foster creative and individual approaches to the assessment tasks.</td>
<td>Medium</td>
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<tr>
<td>Engaged Citizenship</td>
<td>Students develop a sense of contemporary audiences and engage with political and social trends and debates pertaining to journalism.</td>
<td>Medium</td>
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<tr>
<td>Social Responsibility</td>
<td>Students develop an ability to sensitively and purposefully interact with the community to reflect contemporary concerns and issues.</td>
<td>Medium</td>
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Learning Task and Assessment:

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Assessment Task</th>
<th>Assessment Type</th>
<th>Weighting</th>
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</thead>
<tbody>
<tr>
<td>K1, K2 S1</td>
<td>Discuss, critically, the history of the WWW and its influence on society’s media institutions.</td>
<td>Analytical essay</td>
<td>30-50%</td>
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<tr>
<td>K3 S2, S3 A1, A2</td>
<td>Create a news blog site, using available software and AV production equipment. Apply the methods, practice, and principles of journalistic activity in creating the content at intermediate level.</td>
<td>Major project: News web site</td>
<td>50-70%</td>
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Adopted Reference Style:

APA