

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:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	✓	■	■	■
Advanced	■	■	■	■	■	■

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:

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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 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:

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

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2 S1	Discuss, critically, the history of the WWW and its influence on society's media institutions.	Analytical essay	30-50%
K3 S2, S3 A1, A2	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.	Major project: News web site	50-70%

Adopted Reference Style:

APA