Course Outline

School / Portfolio: Faculty of Education and Arts
Course Title: E-JOURNALISM
Course ID: ATSGC3656
Credit Points: 15.00
Prerequisite(s): Two Courses at Intermediate Level in Journalism
Co-requisite(s): Nil
Exclusion(s): (ATSGC2656)
ASCED Code: 100703

Program Level:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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<tbody>
<tr>
<td>5</td>
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<tr>
<td>Level</td>
</tr>
<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 advanced level.
K2. Analyse the contribution of online journalism to the fourth estate
K3. Identify and analyse the issues arising from the influences of new technologies at advanced level.
K4. Identify appropriate content and formats for online journalism at advanced level.

Skills:

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

Application of knowledge and skills:

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

Course Content:

Topics may include:
Course Outline

ATSGC3656 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 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>
</tr>
<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>
</tr>
<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>
</tr>
</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>Extended analytical research essay: online news site analysis</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 an advanced level.</td>
<td>Major project: website design and critical reflection</td>
<td>50-70%</td>
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Adopted Reference Style:
Course Outline

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APA