
MEDIA INDUSTRY MASTER CLASS in Spring 2021 (CM5020D)

Course Code	CM5020D	Professor(s)	Jon Henley
Prerequisites	None	Office Number	N/A
Class Schedule	F: 09:00-13:30 in Q-604 S: 10:00-18:00 in Q-604 W: 15:20-21:25 in Q-A101	Office Hours	
Credits	2	Email	jhenley@aup.edu
Semester	Spring 2021	Office Tel. Ext.	+33602591722

Course Description

MODULE DESCRIPTION:

This module will focus on the practical skills and industry knowledge required to take an interest in journalism to a professional level. Students will learn and practise core skills: identifying news angles; prioritising and ordering detail and colour; honing powerful, attention-grabbing intros; crafting strong, readable stories. Rooted in the fundamentals of producing professional-quality written journalism, the module will also teach students social media techniques to enhance their story-gathering skills, and explore the story-telling potential of interactive, multimedia content for the web. It is open to students with any level of previous news production knowledge: the emphasis will be on understanding and perfecting practical journalism techniques and skills that can be deployed for success across a wide range of professional fields.

Course Learning Outcomes

Demonstrate understanding of module content in a professional setting

Analyse its potential for professional application

Apply module knowledge and skills to a professional context?

General Education

GRADUATE PROGRAM LEARNING OBJECTIVES:

By the end of this three-day module students will be familiar with the key requirements of professional English-language news journalism and should be capable of producing effective short news stories on a range of subjects. In addition, they will gain important insights into the techniques of developing, researching and writing strong, readable feature articles, and see how social media and multimedia can be used to gather information and tell stories. The core objective is to achieve a deeper, practical understanding of the overriding importance of clear, powerful and concise writing that should be of lasting benefit in students' professional lives even if they are not intending to pursue journalism as a career.

Course Outline

Textbooks

This course doesn't have any textbook.

Attendance Policy

Covid-19 temporary amendments:

Students studying at The American University of Paris are STILL EXPECTED TO ATTEND ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Attendance at all exams is mandatory.

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

Other
