
ONLINE NEWS JOURNALISM PRACTICUM in Fall 2018 (CM1851)

Course Code	CM1851	Professor(s)	Hannah Westley
Prerequisites	None	Office Number	G-401
Class Schedule	W: 13:45-16:40 in C-302	Office Hours	Tuesday and Friday 11am-1pm
Credits	2	Email	hwestley@aup.edu
Semester	Fall 2018	Office Tel. Ext.	

Course Description

This workshop trains students in online news writing and website curation through hands-on experience working on a news site in the style of Huffington Post, BuzzFeed, Slate and similar sites. The course is structured around the student-managed news site, The Peacock Plume. Students participate in a variety of roles to manage and curate news on the site in real time, learning to write, edit and package news in a professional manner and gain hands-on experience in digital journalism. Students also learn practical skills using different tools including social media. The course will prepare students for entry-level positions in digital journalism.

*Each class will start with a brief lecture and discussion led by the professor. The remaining time will be given over to pitching stories and practical work: writing, sourcing images and editing. This part of class will be led by your student editors. The hierarchy of the classroom resembles that of a newsroom: you are answerable to your editors, who will approve your pitches, help you find an angle and offer constructive feedback on your pieces. I will give you feedback on the published article: an article that is consequently the result of your writing and images, as well as your editor's guidance. Your work will improve faster the more receptive you are to the feedback from myself, your editors and your peers. Remember: the Plume may be the **epicentre** of all that happens on the **AUP campus** but it is a **public** website and we are **beholden to our readers** to produce work of the **highest standard**. This means that our articles conform to journalistic ethics, are accurate in all senses (factually, fairly and grammatically!), respect copyright, give fair representation and tell a great story!*

Course Learning Outcomes

hands-on experience in digital journalism practices in a real-time setting
writing for and managing a real-time online news platform

using social media tools including blogs and social networks
working with photo, audio and video content
working in online communities

General Education

Course Outline

CLASS SCHEDULE:

September

Week I - 10th - 14th

Wednesday 12th- Session I

TOPICS: *Introduction to the course and workshop.* Student editors and their roles in ASM.
Create your byline, sign up to Slack, Trello, Twitter and pitch a story.

READINGS

Peacock Plume Website guide

September 16th – last day to drop/add courses online

Week II – 17th – 21st

Wednesday 19th- Session I

TOPICS: The art of pitching, how to create a post and source images that respect copyright

4.55pm: Welcome event for ASM students: presentation by the ASM board, meet other members, discussion of common goals.

Week III - 24th – 28th

Wednesday 26th - Session I

TOPICS: Writing the news: content and structure (the news values and the 5 Ws)

October

Week IV – 1st - 5th

Wednesday 3rd - Session I

TOPICS: Ethical Practice and Press Freedom

Week V – 8th - 12th

Wednesday 10th - Session I

TOPICS: Hed, dek and lede (or headline, subheadline, standfirst)

Week VI - 15th – 19th

Wednesday 17th - Session I

TOPICS: Delayed ledes, direct ledes, narrative ledes.

Week VII – 22nd – 26th

Wednesday 24th - Session I

TOPICS: Finding an Angle

October 26th, Mid-semester grades due

Week VIII – 29th – Nov. 2nd

October 31st - November 2nd, (included) Fall break, No classes

November

Week IX – 5th – 9th

Wednesday 7th - Session I

TOPICS: Interview techniques

Week X – 12th – 16th

Wednesday 14th-Session I

TOPICS: Reviews

Week XI - 19th -23rd

Wednesday 21st-Session I

TOPICS: Features

Week XII -26th- 30th

Wednesday 28th- Session I

TOPICS: Photography

December

Week XIII -3rd - 7th

Wednesday 5th-Session I

TOPICS: Social Media

Week XIV - 10th– 14th

Wednesday 12th- Session I

TOPICS: Audience Engagement

December 12th, Last day of classes, December 13th-16th, Reading days

December 17th – 21st, Final exams

Textbooks

This course doesn't have any textbook.

Attendance Policy

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

Attendance and Participation: 40% of final grade

Students will be graded on attendance and active contribution to class discussions. Students must read the site and be prepared to give constructive feedback on their peers' articles.

Contributions to *The Plume*: 60% of final grade

Each student is to contribute a minimum of eight articles (maximum 600 words each) to *The Plume* website. Three of those will be campus news stories, three will be off-campus news stories and the remaining two may be any other news genre: for example, reviews, interviews, listicles, satire or investigative features - subject to approval by student editors.

NOTE: A news story must be timely so it must have a news peg. And, remember, the stronger your angle the better the story will be. A news piece must include primary sources in the form of interviewees and should include secondary sources in the form of additional research.

Other
