
ONLINE NEWS JOURNALISM PRACTICUM in Fall 2020 (CM1851)

Course Code	CM1851	Professor(s)	Matthew Fraser
Prerequisites	None	Office Number	06 89 26 32 47
Class Schedule	W: 16:20-19:45 in Q-509	Office Hours	By appointment in Grenelle building
Credits	2	Email	mfraser@aup.edu
Semester	Fall 2020	Office Tel. Ext.	06 89 26 32 47

Course Description

This journalism workshop trains students in online news writing and website curation through hands-on experience working on a student-managed site, Peacock Plume. Students participate in a variety of roles to manage and curate news on the site in real time. They learn to come up with and pitch story ideas, conduct interviews, write their stories, edit and add photos and multimedia, and package news in a professional manner. Students also learn how to use different tools, especially social media networks such as Twitter. These are highly in-demand skills that will prepare students for entry-level positions in journalism and digital media more generally.

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

September

Week I – 23rd – 25th

Introduction and overview. Introducing student editors and their roles in ASM. Backend of Peacock Plume site: creating your byline. Signing up to Slack, Trello, Twitter.

TOPICS: Student journalism — how student-run journalism on campus can make a difference.

READINGS: Meet the student journalist who won a Pulitzer Prize:

https://www.cjr.org/the_profile/mariel-padilla-pulizter-cincinnati.php: The Year of Student-Powered Journalism: <https://www.niemanlab.org/2019/12/the-year-of-student-powered-journalism/>;

“The Fate of News in the Age of Coronavirus”, *New Yorker*:

<https://www.newyorker.com/news/annals-of-communications/the-fate-of-the-news-in-the-age-of-the-coronavirus>

Week II – 28th – 2nd

TOPICS: Coming up with a story idea — finding an angle, researching your story.

READINGS

Peacock Plume website guide. Tools for researching your stories:

<https://journalism2aup.wordpress.com/2016/01/13/using-google-for-researching-stories/>

September 30th – last day to drop/add courses online

October

Week III – 5th – 9th

TOPICS: Pitching your story. How to sum up and pitch your story idea at news meetings.

READINGS: Pitching stories to editors:

<https://journalism2aup.wordpress.com/2018/02/05/pitching-stories-to-professional-editors/>

Week IV – 12th – 16th

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

READINGS: Readings will be posted on Blackboard.

Week V – 19th – 23rd

TOPICS: Interview techniques, how to approach interview with research and preparation,

interviewing in-person and remotely.

READINGS: Interviewing principles:

<http://www.columbia.edu/itc/journalism/isaacs/edit/MencherIntv1.html>; 9 remote interviewing tips for journalists: <https://ijnet.org/en/story/9-remote-interviewing-tips-journalists?utm>

Week VI – 26th – 30th

TOPICS: Creating posts and sourcing images that respect copyright.

READINGS: How to find free images and graphics:

<https://journalism2aup.wordpress.com/2018/01/17/how-to-find-free-images-and-graphics/>

October 28th, Mid-semester

November

Week VII – 2nd – 6th

TOPICS: Writing heads, subheads, and lead paragraphs.

READINGS: Headlines:

http://www.columbia.edu/itc/journalism/isaacs/client_edit/Headlines.html

Week VIII – 9th- 13th

TOPICS: Using Social Media — Twitter as journalism platform.

READINGS: Social media tools: <https://journalism2aup.wordpress.com/2019/01/27/journalism-social-media/>

November 11th to 13t, fall break (no classes)

Week VIII – 16th- 20th

TOPICS: Ethical Practices.

READINGS” Society of Professional Journalists: Code of Ethics

<https://www.spj.org/ethicscode.asp>

November 16th, Mid-semester grades due

Week IX – 23rd – 27th

TOPICS: Personal branding for digital journalists, building your portfolio with websites and Medium pages.

READINGS: Personal branding tools:

<https://journalism2aup.wordpress.com/2017/02/20/personal-branding-for-journalists/>; Building your portfolio:

<https://ijnet.org/en/resource/don%E2%80%99t-bury-lead-mindset-building-journalist%E2%80%99s-portfolio>

November 27th, last day to withdraw from a course

last day to choose credit/no credit option

Week X - 30th – 4th

TOPICS: Networking, internships, job searching in digital media.

READINGS: Becoming a marketable media grad: <http://www.mediargh.com/becoming-a-marketable-media-graduate-things-more-important-than-degrees-and-cvs/> and Five platforms to help you find your next journalism job: <https://www.poynter.org/business-work/2020/5-platforms-to-help-you-find-your-next-journalism-job/>

December

Week XI – 7th – 11th

TOPICS: Portfolio review and course conclusion.

READINGS: Reviewing the Peacock Plume site.

December 11th, last day of classes,

December 12th - 15th, reading days

December 16th – 22th, Final Exam

January 4nd, all grades due

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.

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.

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 Peacock Plume site and be prepared to give constructive feedback on posted work by their peers.

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

Each student is to contribute a minimum of **six** articles (minimum 600 words each) to the website. Three of those will be **campus news stories**, three will be off-campus news stories, for example, reviews, interviews, listicles, satire or features (each subject to approval by student

editors).

Other
