
ONLINE NEWS PRACTICUM in Spring 2019 (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 or by appointment
Credits	2	Email	hwestley@aup.edu
Semester	Spring 2019	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:

January

Week I – 21st– 25th

Wednesday 23rd- SessionI

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

January 27th– the last day to drop/add courses online

Week II – 28th– 1st (February)

February

Wednesday 30th- SessionI

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 - 4th– 8th

Wednesday 6th- SessionI

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

Week IV –11th - 15th

Wednesday 13th- SessionI

TOPICS: Ethical Practice and Press Freedom

Week V – 18th– 22nd

Wednesday 20th- SessionI

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

Week VI - 25th– 1st

March

Wednesday 27th- SessionI

TOPICS: Delayed ledes, direct ledes, narrative ledes.

Week VII – 4th– 8th

Wednesday 6th- SessionI

TOPICS:

NO CLASS

March 4th– 15th, spring break (no classes)

Week VIII – 11th – 15th

Wednesday 13th- SessionI

TOPICS

NO CLASS

Week IX – 18th– 22nd

Wednesday 20th-SessionI

TOPICS: Finding an Angle

March 22nd Mid-semester grades due

Week X – 25th– 29th

Wednesday 27th-SessionI

TOPICS: Interview techniques

April

Week XI – 1st-5th

Wednesday 3rd-SessionI

TOPICS: Features

April 5th last day to withdraw from a course /no credit option

Week XII -8th- 12th

Wednesday 10th- SessionI

TOPICS: Photography

Week XIII 14th- 19th

Wednesday 17th-SessionI

TOPICS: Social Media

Week XIV – 22nd– 26th

Wednesday 24th- SessionI

TOPICS: Audience Engagement

April 22nd, Easter Monday, no classes

May

Week XV – 29th – 3rd

Wednesday 1st- SessionI

TOPICS: NO CLASS

May 1st, Holiday, no classes library closed

Week XVII – 22nd – 26th

Wednesday 8th- SessionI

TOPICS: Course Conclusion

May 8th, last day of classes,

May 9th - 12th, reading days

May 13th – 17th, Final Exam

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
