
ONLINE NEWS PRACTICUM in Spring 2021 (CM1851)

Course Code	CM1851	Professor(s)	Hannah Westley
Prerequisites	None	Office Number	G-306
Class Schedule	W: 13:45-16:40 in Q-509	Office Hours	By appointment
Credits	2	Email	hwestley@aup.edu
Semester	Spring 2021	Office Tel. Ext.	N/A

Course Description

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.

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

[PLEASE REMOVE THIS SECTION IF THE COURSE DOES NOT FULFILL ANY GLACC REQUIREMENT]

GLACC

The Global Liberal Arts Core Curriculum (GLACC) degree requirements include the following

categories of courses:

- Integrative Inquiry (coded CCI)
- Experiential learning (coded CCX)
- Research, Interpretation, and Writing (coded CCE)
- Digital Literacy and Communication (coded CCD)
- Disciplinary Research Methods and Writing (coded CCR)
- Quantitative Reasoning (coded CCM)
- Experimental Reasoning Course with Lab (coded CCS)
- Expression Française (coded FR)
- AUP Capstone (coded CCC)

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

OUTLINE:

*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!*

CLASS SCHEDULE:

January

Week 1 – 18th – 22nd

Wednesday 20th

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

READINGS

Peacock Plume Website guide

January 24th – the last day to drop/add courses online

Week II – 25th – 29th

Wednesday 27th

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.

February

Week III – 1st – 5th

Wednesday 3rd

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

Week IV – 8th - 12th

February 8th – 10th, Mini break 1, (no classes)

Wednesday 10th

TOPICS: No class

Week V – 15th – 19th

Wednesday 17th

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

Week VI – 22nd – 26th

Wednesday 24th

TOPICS: No class

February 24th – 28th, Mini break 2, (no classes)

March

Week VII – 1st – 5th

Wednesday 3rd

TOPICS: Press Freedom and Ethics

Week VIII – 8th – 12th

Wednesday 10th

TOPICS

Alternative ledes for features and reviews

Week IX – 15th – 19th

Wednesday 17th

TOPICS: Finding an Angle

March 17th Mid-semester

March 19th, Mid-semester grades due

Week X – 22nd – 26th

Wednesday 24th

TOPICS: Interview techniques

Week XI – 29th – 2nd

Wednesday 25th

TOPICS: Features

April

April 2nd last day to withdraw from a course,

Last day to choose the CR/NC grading option

Week XII -5th – 9th

Wednesday 7th

TOPICS: Photography

April 5th, Easter Monday (no classes)

April 6th, Faculty retreat (no classes)

Week XIII 12th- 16th

Wednesday 14th

TOPICS: Social Media

Week XIV – 19th – 23rd

Wednesday 21st

TOPICS: Audience Engagement

Week XV – 26th – 30th

Wednesday 22nd

TOPICS: Portfolio review

April 28th, last day of classes,

April 29th – 2nd May, reading days (*May 1st, Holiday*)

May 3rd – 12th, final exams

May 12th, Degree candidates grades due

May 26th, all grades due

BIBLIOGRAPHY:

ONLINE RESOURCES

General guidelines and ethics:

The Associated Press www.ap.org

The National Union of Journalists, UK www.nuj.org.uk

The American Press Institute, USA www.americanpressinstitute.org

Reuters Handbook of Journalism http://handbook.reuters.com/index.php?title=Main_Page

Ethics <http://www.spj.org/pdf/spj-code-of-ethics-poster.pdf>

The Center for Investigative Reporting <https://www.revealnews.org>

Journalism Practice:

Pew Research Centre (non-partisan thinktank), Media and Journalism www.journalism.org

Columbia Journalism Review www.cjr.org

Media and Technology:

Mediashift: www.mediashift.org

Style Guide:

Associated Press Stylebook 2016 (accessible online through the AUP Library
http://www.apstylebook.com.proxy.aup.fr/aup_edu/)

Buzzfeed Style Guide <https://www.buzzfeed.com/emmyf/buzzfeed-style-guide>

Useful vocab:

<http://www.easymedia.in/elements-newspaper/>

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students are expected to attend and participate actively in all classes. Any student who has more than four absences in the course of a semester risks receiving a grade of F in the course. Excessive lateness to class constitutes absence and will therefore lower your grade. Entry may be refused to a student who is persistently late.

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*.

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

GRADING:

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
