

ONLINE JOURNALISM

Objective: To introduce students to key concepts in Online Journalism and digitization with an overview of writings styles and applications

UNIT I

- Defining Online Journalism, Job of Online Journalist
- Online Standards V/s Traditional Journalistic standards
- Understanding online communities
- User generated content and Web 2.0.

UNIT II

- New media technologies
- Networked journalism, alternative journalism, Digital archives
- Understanding New Media Ethics

UNIT III

- Tools of Online Journalism: Multimedia, Interactivity, Hyperlinks
- Elements of Digital Story telling.
- Linking, Multimedia, Storytelling structures

UNIT IV

- Writing Styles for Online News stories
- Using social media for news gathering
- Concept of Fake News
- Major Trends

Practical work based on relevant theory topics

Suggested readings

1. Siopera, Eugenia. Understanding new media. Sage, 2011.
2. Roland De Wolk (2001). Introduction to Online Journalism: Publishing news and information, Allyn and Bacon
3. Paul Bradshaw and LiisaRohumaa, (2001). The Online Journalism Handbook: Skills to survive and thrive in the Digital Age: Longman

