



Italian code: ICAR/05 (old) – CEAR-03/B (new)

Credits: 9

Course: Digital Journalism

Main language of instruction: Italian

Other language of instruction: English

Head instructor

Professor Alessandro BANFI - alessandro.banfi@unicusano.it

Objectives

The “Digital Journalism” course aims to provide the student with the main tools to understand and learn the most important aspects of journalism models and techniques, through knowledge of the fundamentals of the craft and the ethical principles that underlie it.

How to read. How to write. How to interpret the opportunities of journalism in the new digital world, with a focus on new media tools, with an emphasis on: newsletters, blogs, news sites, social, podcasts.

Course structure

The course is developed through the pre-recorded audio-video lectures that make up, along with slides and handouts, the study materials available on the platform. Self-assessment tests, asynchronous in nature, are then offered to accompany the prerecorded lectures and allow students to ascertain both their understanding and the degree of knowledge acquired of the content of each of the lectures.

Competencies

- A. Knowledge and understanding of what is journalism and digital journalism.
- B. Ability to use the tools and interpret the different possibilities offered by digital journalism.
- C. How does the student improve with respect to these descriptors through teaching (non-disciplinary soft skills).
- D. Ability to research and navigate the web.
- E. Skills in writing for the web, for newsletters and for podcasts.

F. Hierarchical organization of news and information in general.

Knowledge and understanding skills:

- G. The student at the end of the Course will have demonstrated knowledge of the contemporary digital journalism landscape, its characteristics, possibilities and critical issues. He/she will also have acquired the fundamentals of the profession, its deontological rules, with particular reference to the Consolidated Text.
- H. In addition, the student will acquire knowledge of the functioning of the main tools of intervention in the web: starting with the specific forms of writing for the web.

Application of knowledge:

- I. the student will be able to use the acquired knowledge, writing texts for the web, creating podcasts and multimedia products, including video, capable of reaching the vast web audience.
- J. The student will be able to identify the most appropriate models for applying in practice the principles and techniques assimilated during the Course.

Communication Skills:

- K. The student will be able to describe and sustain conversations about the principles of the profession, its tools and new techniques of journalism.

Intervention skills

- L. The student at the end of the Course will have the fundamentals necessary to improve his or her communication skills in general and in particular his or her ability to intervene and interact in the network and in the modern digital mass media system.

Syllabus

Subject 1 – Introduction

Fundamentals of a craft (6 videotaped lessons for a 3-hour commitment) where the following topics are covered: the definition of news, gossip, journalism. Constitutional principles and the rise of the fourth estate. Montesquieu and Edward Burke. Elements of the history of journalism. Reuters' carrier pigeons. Guglielmo Marconi, radio and the birth of “hot” media.

Subject 2 – Television information and the birth of TV

Six videotaped lectures for a 3-hour commitment where the following topics are covered: early experimental broadcasting, Baird and Nipkow. The birth of TV in Italy. The Alberto Manzi case. The Tg read by actors. Mike Bongiorno. The birth of free radio and TV after the 1975 ruling. The beta tapes, the simulcast. The newscasts. The transition from analog to digital.

Subject 3 - Democracy, rights and duties

Six videotaped for a 3-hour commitment.

What is deontology. Democracy in the digital world. Defamation, rectification, denial, the right to report. Right to be forgotten and the right not to know. The Watergate case. How the “Clean Hands” investigation changed the relationship between reporters and judicial sources.

Subject 4 – Newspapers in paper and digital format

Six videotaped lessons for a 3-hour commitment). How to read newspapers. Osint's lesson. How newspapers change in their electronic version. Writing in the time of the web. The algorithm in news sites: the cold and the hot. Clickbait and other nefariousness.

Subject 5 - The New Forms of Digital Journalism

Six videotaped lectures for a 3-hour commitment. Disintermediation and power. Reading The Game. Newsletters, blogs, social. Rights and duties in the digital world. Links, paragraphs, flags and fake news. The new practical handbook of the digital journalist.

Subject 6 - Podcaster Profession

Six videotaped lessons for a 3-hour commitment. What the podcast is and how it is born. Different genres. The narrative-journalistic podcast. The case of Serial in America and Poison in Italy. How to become a podcaster journalist. The technique of sound and editing. The necessary software programs and equipment, marketing and prospects.

Subject 7 - Being a digital journalist

Six videotaped lessons for a 3-hour commitment. How to 3eta round social media. Disciplinary risks and duties of the profession. The new disintermediated journalism.

How old media are changing and changing with the digital revolution. TV program lineups.

Subject 8 – The Power of Storytelling

Six videotaped lectures for a 3-hour commitment. The script is always necessary. Digital storytelling techniques. Report and filming with a camera or smartphone. Digital language changes imagery. Scenography and the clearance of Skype.

Subject 9 - Storytelling for a Living

Six videotaped lectures for a 3-hour commitment. The great lesson of classical rhetoric: the five stages of creating a narrative product: Inventio, Dispositio, Elocutio, Memoria, Actio. The capacity for narrative and the necessity of communication. Goethe and Lake Garda.

Teaching Materials

The teaching materials on the platform are divided into 9 modules. They cover the entire program and each contains handouts, slides and video lectures in which the lecturer comments on the slides. Such material contains all the elements necessary to approach the study of the subject.

Recommended text, the reading of which, however, is not essential:
Sergio Bolzoni, Digital Journalism, UTET 2015

Evaluation system and criteria

The examination consists of conducting a written test and an oral test.

- The written test, aimed at ascertaining the student's level of preparation, involves 30 closed-ended questions to be completed in 30 minutes.
- The oral test consists of an interview aimed at ascertaining the ability to analyze and rework the concepts acquired.

In addition, e-tivities need to be sent to the instructor in advance of the examination. Each e-tivity counts 2 marks for a total of 6 out of 30 marks. They are not mandatory.