DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	BABEŞ-BOLYAI UNIVERSITY
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES
1.3 Department	JOURNALISM DEPARTMENT
1.4 Field of study	COMMUNICATION SCIENCES
1.5 Level of study	BACHELOR
1.6 Study program / Qualification	JOURNALISM

2. Information about the discipline

2.1 Discipline title		Online Journalism					
2.2 Course lecturer			Andrei Costina				
2.3 Seminar assistant			Andrei Costina				
2.4 Year of study	3	2.5 Semester	1	2.6. Evaluation type	C/V	2.7 Discipline type	OP

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					20
Supplementary documentation in the library, on electronic platforms and in the field:					50
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					24
Tutorials					
Examinations					
Other activities:					

3.7 Total hours of individual study	94
3.8 Total hours per semester	150
3.9 Number of credits	4

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	• Basic computer knowledge

5. Conditions (where applicable)

5.1 for the course	• Projector, laptop, sound system
5.2 for the seminar/laboratory	• Computer lab

6. Accumulated specific competencies

Professional competencies	• Identifying and critical thinking about journalistic principles applicable in the online environment, as well as ways to efficiently communicate using this medium. • (C2.1)Understanding theories regarding technologically mediated communication. • (C3.1)Identifying and using the main theories concerning media communication, target audience segmentation and the dynamics of various types of audience: **reception theory, encoding/decoding, uses and gratifications, popular formats and audience segments** • (C5.5)Creating products for the media (identifying the story, documenting it, assuming a specific angle of approach and using various journalistic genres to finish the product).
Transversal competencies	• (CT 1) Providing a resolution for professional situations taking into account efficiency but also ethics and deontology. • (CT 2) The ability to work as a multidisciplinary team efficiently, within a hierarchical structure.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	• The understanding of the concept of online journalism, starting with text and reaching complex online platforms, as well as the techniques involved in creating such media products.
7.2 Specific objectives	• Understanding the Web and the Internet. • The ability to create journalistic content for the web. • The ability to use digital means of mass communication. • Understanding how specific publics work and how to address them. • The ability to deliver and distribute such products to these publics.

8. Contents

8.1 Course	Teaching methods	Observations
1. Introduction	Explanation, Examples	Course presentation. Basic notions. What is the Internet, the Web, what do we use it for and what is the structure of the global network. What is a browser with examples.
2. A short history of the Internet	Explanation, Examples, Discussion	The impact of the technological revolution on media. The Internet in Romania. Stages of development of the online environment and its social implications. Correlating technology with social systems.

3. How is the Internet different from the Web	Explanation, Demonstration, Discussion,	Definitions and examples, contextualizing the notions of web 2.0 and 3.0. How all these ideas link to media.
4. Site, navigation, hyperlink and hypertext	Explanation, Demonstration, Discussion,	Types of site. Technical ways to build a site. Web protocols
5. How to write for the web and the structure of the message in this environment	Explanation, Demonstration, Discussion, Video	The database versus the narrative. Non-linear digital messages. Discussion concerning sites that students know and frequently access.
6. Functionalities of online products	Explanation, Demonstration, Discussion	The purpose of creating an informational online product. Market research, choosing the specifics, creating a conceptual structure that parallels a visual one.
7. Evaluating an online product	Explanation, Demonstration, Video, Discussion	Navigability and interactivity. Clarity of the message and visual load in respect to informational load. The relationship between the online content producer and the user.
8. Content and metacontent	Explanation, Demonstration, Discussion	Introducing metacontent. The purpose of metacontent in online news. The classical and the new, various types of multimedia. The evolution of sites: search engines, indexes, portals and directories.
9. Mobile platforms and Journalism	Explanation, Demonstration, Video, Discussion	Definitions and theoretical background. Operating systems and their limitations concerning media consumption. The influence of mobility upon both producers and users of the online world.
10. Online news	Explanation, Demonstration, Discussion	The story, the source, the aggregator. Using RSS and writing for the web principles to properly create online news. Various adaptations of classical journalistic genres to the online world.
11. Tools of the trade in making online news	Explanation, Demonstration,	Examples of such tools and stories. Using video

	Video, Discussion	and audio-video content. Aggregating information and determining sources of information. Building a story.
12. Open Source versus proprietary	Explanation, Demonstration, Discussion	Defining Opens Source, the public domain and the General Public License, establishing the differences between these and proprietary ones and a general evaluation of the checks and balances between the two. Discussion on intellectual property and copyright.
13. Open session	Discussion, Video	Discussion based on the assignments of the students and their progress in news making throughout the semester, feedback and recommendations for final evaluation.
14. Colloquium	Student presentations Discussion	
8.2 Seminar / laboratory	Teaching methods	Observations
The internet and its role in the evolution of communication	Explanation, Demonstration, Discussion	Starting from the history of the internet, each student is to develop ideas concerning the changes the global network and the web have brought on a communicational level.
The web and how to use it efficiently	Explanation, Demonstration, Discussion, Individual and teamwork	Examples of how to use collaborative platforms. Using the stepwise refinement principle. Working as a team in an online environment.
Typologies: of sites and of media products	Explanation, Discussion	Defining product categories and distribution environments in correlation with target audience and the most effective way to create such products and distribute them.
Online media products evaluation	Explanation, Individual work	Every student is to assess a certain online media product evaluating it according to a certain set of criteria.
Creating online media products	Explanation, Individual work	Every student is to create media products for the

			online environment. News stories are a minimum standard.
Using specific tools and mobile platforms	Explanation, Demonstration, Discussion	How to operate with the tools of the trade and how to make the best of media consumption dedicated devices.	
Final session	Student presentation	Finishing up on portfolios, feedback, making final adjustments to the products before evaluation.	

More information and readers on fspac.ubbcluj.ro/moodle

Bibliography
- Jakob Nielsen, Prioritizing Web Usability, New Riders Press, Berkeley CA, 2006.
- Manolescu, Ion, Noţiuni pentru studiul textualităţii virtuale, Ars Docendi, Bucureşti, 2002.
- Everand, Jerry, Virtual States: The Internet and the Boundaries of the Nation State, Routledge, London, 2000.

http://www.useit.com/

http://www.livinginternet.com

http://www.internetarchive.org

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

- Future journalists are expected to understand and be able to use all forms of media. Online Journalism is just the first step in working as a professional communicator in the digital realm. News making for the online audiences is a sine qua non condition for a successful journalist since there are no more forms of journalism that deal with current events that do not have an online counterpart. It is vital for a professional to be able to operate in this environment as well.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The level of theoretical knowledge after finishing the class, going through the readers and some of the bibliography. The ability to operate with these concepts and to define them separating one from another.	Colloquium	50%
10.5 Seminar/laboratory	The ability to create journalistic content for the web and meeting deadlines.	Assignment portofolio, turned in throughout the semester	50%
Attendance is compulsory for at least 10 of the 14 scheduled courses.			
Fraud / plagiarism are sanctionable under the Babes-Bolyai University regulations.			

10.6 Minimum performance standard
Understanding and being able to operate with terms linked to but not limited to: web, internet, online journalism, journalistic genres and multimedia. Being able to use theoretical concepts assess the value of an online media product and to create them with focus on online news.

Date   Course lecturer signature   Seminar assistant signature

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Date of approval in the Department   Head of department's signature

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