

**The Ohio State University
Colleges of the Arts and Sciences New Course Request**

School of Communication

Academic Unit

COMM

Book 3 Listing (e.g., Portuguese)

420.02 Internet Journalism: A Survival Guide

Number Title

Internet Journalism

U

01

18-Character Title Abbreviation

Level

Credit Hours

Summer

Autumn **X**

Winter

Spring

Year **2007**

Proposed effective date, choose one quarter and put an "X" after it; and fill in the year. See the OAA curriculum manual for deadlines.

A. Course Offerings Bulletin Information

Follow the instructions in the OAA curriculum manual. If this is a course with decimal subdivisions, then use one New Course Request form for the generic information that will apply to all subdivisions; and use separate forms for each new decimal subdivision, including on each form the information that is unique to that subdivision. If the course offered is less than a quarter or a term, please complete the Flexibly Scheduled/Off Campus/Workshop Request form.

Description (*not to exceed 25 words*): **This course introduces students to writing techniques used by online journalists.**

Quarter offered: **AU,WI, SP**

Distribution of class time/contact hours: **1 – 2hr CL, 5wks**

Quarter and contact/class time hours information should be omitted from Book 3 publication (yes or no): **No**

Prerequisite(s): --

Exclusion or limiting clause: **Open to all majors and class ranks; no prerequisites**

Repeatable to a maximum of 0 credit hours.

Cross-listed with:

Grade Option (Please check): Letter S/U Progress What is course is last in the series? _____

Honors Statement: Yes No GEC: Yes No Admission Condition
Off-Campus: Yes No EM: Yes No Course: Yes No

Other General Course Information:

(e.g. "Taught in English." "Credit does not count toward BSBA degree.")

B. General Information

Subject Code: **090401**

Subsidy Level (V, G, T, B, M, D, or P): **B**

For explanations see the following web sites: www.ureg.ohio-state.edu/ourweb/srs/srscontent/cip/ or www.regents.state.oh.us/hel/ci/STAGE_1/sld001.htm. If you have questions please email Jed Dickhaut at Jdickhaut@exchange.ureg.ohio-state.edu.

1. Provide the rationale for proposing this course: **This short course is intended to provide students with introductory journalism training on online reporting.**

2. List Major/Minor affected by the creation of this new course. Attach revisions of all affected programs. This course is (check one) Required Elective Other (Explain)

3. Indicate the nature of the program adjustments, new funding, and/or withdrawals that make possible the implementation of this new course.

This course will be staffed mainly by the Lantern advisor, the writing coach, and lecturers.

4. Is the approval of this request contingent upon the approval of other course requests or curricular requests?

Yes No List: _____

5. If this course is part of a sequence, list the number of the other course(s) in the sequence: **N/A**

6. Expected section size: **20** Proposed number of sections per year: **4**

7. Do you want prerequisites enforced electronically (see OAA manual for what can be enforced)? Yes

8. This course has been discussed with and has the concurrence of the following academic units needing this course or with academic units having directly related interests (*List units and attach letters and/or forms*):
Not Applicable

9. Attach a course syllabus that includes a topical outline of the course, student learning outcomes and/or course objectives, off-campus field experience, methods of evaluation, and other items as stated in the OAA curriculum manual.

Approval Process The signatures or actions on the lines in ALL CAPS (e.g. ACADEMIC UNIT) are required.

1.  **PRABU DAVID** **5/18/07**
Academic Unit Undergraduate Studies Committee Chair Printed Name: Date

2. _____ Printed Name: _____ Date _____

3.  **ACADEMIC UNIT CHAIR/DIRECTOR** Printed Name: _____ Date _____

4. **AFTER THE ACADEMIC UNIT CHAIR/DIRECTOR SIGNS THE REQUEST, FORWARD IT TO THE COLLEGES OF THE ARTS AND SCIENCES CURRICULUM OFFICE, 161 DENNEY HALL, 164 WEST 17TH AVENUE. THE ASC CURRICULUM OFFICE WILL FORWARD THE REQUEST TO THE APPROPRIATE COLLEGE CURRICULUM COMMITTEE.**

5. **COLLEGE CURRICULUM COMMITTEE** Printed Name: _____ Date _____

6. **ARTS AND SCIENCES EXECUTIVE DEAN** Printed Name: _____ Date _____

7. Graduate School (if appropriate) Printed Name: _____ Date _____

8. University Honors Center (if appropriate) Printed Name: _____ Date _____

9. Office of International Education (if appropriate) Printed Name: _____ Date _____

10. **ACADEMIC AFFAIRS** Printed Name: _____ Date _____

Internet Journalism: A Survival Guide

Lecturer: Michael McLeod
211 F Journalism Bldg.
Phone: 292-8634
Email: mcleod.43@osu.edu

Office hours: Thursday 1 pm to 3 pm, or by appointment

Required texts: There are no required texts for this class. Most of the material we will study is available on line. Some handouts will be provided.

Course Description: This course briefly examines how the Internet has reshaped the world of modern journalism, with a focus on the skills writers and editors must develop to prosper and survive in the midst of those changes. Subjects to be covered include:

- Writing on the Web in an age of convergence: how to combine traditional literary and journalistic writing strategies with new writing techniques specifically designed to draw on-line readers into news articles.
- Researching on the Web: usage of search engines; how to make public record searches on line; dangers of "wikis;" e-mail interviewing techniques.
- Shifts in the writer/reader relationship: the rising influence of citizen journalists; blogging for beat writers; the new transparency of journalism and journalists in an on-line world.
- Narrative on the Web: Adapting sophisticated, long-form story-telling techniques to convergence and Web site display.

Course Objective: The objective of this course is to provide students with a historical perspective on the transition into Internet journalism and familiarize them with writing techniques used by on-line journalists.

Grading: The grade for this course is an S or an U. In order to earn a satisfactory (S) grade, students must:

- 1) attend every class and complete every homework assignment (20 points)
- 2) write a 1000-word report examining an aspect of internet journalism. (40 points)
- 3) successfully complete a final, in-class Web site analysis. (40 points)

Total: 100 points. Passing grade: 80 points.

Schedule: This class will consist of five two-hour sessions.

- **SESSION ONE:** Writing strategies for the Web. Shakespeare on the Internet: how the venerable tradition of brevity and urgency is being tailored for Internet readers by on-line journalists. How to write stories using multiple entry points, teasers, quick-hitting leads and fluid transitions.

- SESSION TWO: On-line reading habits and how to take advantage of them. Survey information on how on-line readers differ from print readers. How to writing breaking stories in stages for the Web and for printed newspaper editions.
- SESSION THREE: Researching on the Web: how to conduct e-mail interviews, use on-line public records, usage of blogs, search engines, and "wikis."
- SESSION FOUR: Narrative on the Web. Survey of successful, in-depth articles and series as presented on the Internet; how to adapt story-telling traditions to the Web.
- SESSION FIVE: In-class Web site analysis.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term "academic misconduct" includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct, (http://studentaffairs.osu/resource_csc.asp).

Special Accomodations:

Any student who feels he or she may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150, Pomerene Hall to coordinate reasonable accommodations.