Department of Journalism & Mass Communication
School of JMC&NM
Central University of Himachal Pradesh

Accredited by NAAC with A+ grade with CGPA of 3.42
(Established under Central Universities Act 2009)
DHARAMSHALA, DISTRICT KANGRA – 176215
HIMACHAL PRADESH
www.cuhimachal.ac.in

Course Name: Web Journalism I

Course Code: JMC 491

Level: 5

Credits:2

Credits Equivalent:

2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of writing work / practical / field work / tutorial / teacher-led activities and 15 hours of other workload such as independent / group work / house journals; obligatory / optional work placement; literature survey / library work; writing of papers / presentations / seminars, etc.)

Course Outcomes:

The course aims to help students to understand the theories and practices of web journalism. It also intends to enable students to be part of a web journalism team with production inputs. The course also will help the students to get a hand-on experience of how to adapt to arbitrarily changing educational and industrial systems.

Learning Outcomes:

On completion of the course, the students will be able to:

- Understand the basic concepts of web journalism
- Differentiate between Web journalism with other forms of journalism practice
- Develop the understanding of journalistic practice as part of web journalism
- Able to produce news stories for a web audience
- Understand the functioning of newsroom operations in a web journalistic organisation

Attendance Requirements:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:
1. Mid Term Examination:20%
2. End Term Examination:60%
3. Continuous Internal Assessment: 20%

Course Contents:

UNIT 1- Introduction to Web Journalism (4 hours)

Introduction to journalism
Web journalism and other forms of journalism practice
Approaches to web journalism: Web Journalist Vs. Conventional journalist
The change in the role of audience in web journalism

Unit 2- Understanding Web Journalism Practices (5 hours)
Storytelling for a web audience: interactivity to immersive story telling
Writing for web: Conventional story formats Vs. digitally native story formats
(listicles, quiz, polls, etc)
Journalist as curator/producing the curated story
Repurposing content
Video Production for Web
Developing News Products for the web
audience

Unit-3 Audience Management Strategies (3 hours)

Distributed discovery and other strategies
Editorial analytics
Personalized news delivery

UNIT 4- Economics Of Web Journalistic Organisations (5 hours)

News vs audience attention as a commodity
Traditional revenue models of media organisations in an attention economy
Shift to reader revenue models and other models
Different reader revenue models

UNIT 5- New Trends in Web Journalism (3 hours)

Presence of Automation strategies in web journalism
Use of AI Tools for journalism
Changing boundaries of journalism

Essential Readings:

Bradshaw, P., & Rohumaa, L. (2017). The online journalism handbook: Skills to survive and thrive in the digital age. London: Routledge

Aneez, Z., Chattapadhyay, S., Parthasarathi, V., & Nielsen, R. K. (2017). Indian news media and the production of news in the age of social discovery. Reuters Institute for the Study of Journalism

Rashidian, N., Tsiveriotis, G., Brown, P. D., Bell, E. J., & Hartstone, A. (2020). Platforms and publishers: The end of an era. Tow Center for Digital Journalism

Balázs Bodó (2019) Selling News to Audiences – A Qualitative Inquiry into the Emerging Logics of Algorithmic News Personalization in European Quality News Media, Digital Journalism, 7:8, 1054-1075, DOI: 10.1080/21670811.2019.1624185

Leino, J. (2019). Recommendation Tools. The International Encyclopedia of Journalism Studies, 1-5.

Handouts