



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



(Established under Central Universities Act 2009)
DHARAMSHALA, DISTRICT KANGRA – 176215
HIMACHAL PRADESH
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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
The development of web 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
The sociology of news production and distribution via web technologies

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

Unit-3 Audience Management Strategies (3 hours)

Platforms as middlemen in news distribution
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
News production algorithms
Changing boundaries of journalism

Essential Readings:

Bradshaw, P., & Rohumaa, L. (2011). *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.