

PRACTICES IN ONLINE JOURNALISM

UNDERGRADUATE LEVEL | WORKLOAD: 90h | UFMA

PROFESSOR

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COURSE DESCRIPTION

Characteristics of online communication. Interaction, interactivity, and responsiveness in journalism. Developing websites for journalistic purposes. Usage, information architecture, and user interface. Writing web-texts. Design elements. The Internet and new journalism markets.

LEARNING OBJECTIVES

By the end of the semester, students will be able to:

1. Examine the main implications of digital technologies regarding journalism practices.
2. Identify potentials and limits for journalistic production routines in digital media.
3. Understand the different stages of digital journalism and its trends.
4. Prepare and publish digital journalism pieces.

CLASSROOM METHODOLOGY PROCEDURES

Each week, students will be expected to:

1. Attend the lectures.
2. Read mandatory texts.
3. Participate in field activities.
4. Engage in the experimental / laboratory-based exercises.
5. Complete and submit all assignments by due dates.

COURSE SCHEDULE

Unit 1 – Dimensions of digital journalism

- Technological convergence: social, theoretical and epistemological implications.
- Concepts and trajectory of digital journalism.
- Journalistic genres in digital journalism.

Unit 2 – Case studies

- Local, national, and international newspapers.



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Unit 3 – Production in digital journalism

- Online tools and resources.
- Internet and data search.
- Multimedia aspects of digital journalism.
- Producing, editing, and publishing journalistic content online.

Unit 4 – Additional issues

- Ethics and legislation in online journalism.
- Citizen journalism and the digital media.
- Gatekeeping x Gatewatching.

GRADING

Evaluation of students enrolled in this course follows the criteria stated below:

- Comments on the mandatory readings: 20% of the final grade.
- Take-home exercise: 20% of the final grade.
- Individual assignment (practical production): 20% of the final grade.
- Teamwork (practical production): 40% of the final grade.

BACKGROUND READING MATERIALS

CASTELLS, Manuel. A sociedade em rede. São Paulo: Paz e Terra, 1999.

FERRARI, Pollyana. Jornalismo digital. São Paulo: Contexto, 2003.

KOVACH, Bill; ROSENSTIEL, Tom. The elements of journalism, revised and updated 4th edition: What newspeople should know and the public should expect. Crown, 2021.

MEMÓRIA, Felipe. Design para a Internet: projetando a experiência perfeita. RJ: Elsevier, 2005.

MOHERDAUI, Luciana. Guia de estilo web: produção e edição de notícias on-line. SP: Senac. 2002.

MOURA, Leonardo. Como escrever na rede. São Paulo: Record, 2001.

NIELSEN, Jakob. Projetando websites: designing web usability. Rio de Janeiro: Campus, 2000.

PALACIOS, Marcos; RIBAS, Beatriz. Manual de laboratório de jornalismo na Internet. BA: Edufba, 2007.

POSTMAN, Neil. Tecnopólio – a rendição da cultura à tecnologia. São Paulo, Nobel, 1996.

PINHO, J.B. Jornalismo na Internet: planejamento e produção da informação on-line. São Paulo: Summus, 2003.

WOLTON, Dominique. Internet, e depois? Porto Alegre, Sulina, 2003.

+ Other materials assigned by the professor.



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