

# Online Journalism

JOR295  
ID 1398  
Credit value 3

Fall 2011

Class meets  
L: M 10:50  
S: W 10:50

(Sometimes reversed)

Room 321

**Instructor:** Gulnura Toralieva, M.A., [toralieva\\_g@mail.auca.kg](mailto:toralieva_g@mail.auca.kg)

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This course is aimed to teach students how to work in a real online news environment.

The course will go through the basics of news journalism, but will focus on specifics of online news: how to make them better than everyone else? How to write effectively? How to attract more viewers? How to cover events quickly?

Students will be given opportunity to experience real journalism by contributing to Kloop.kg, one of the leading news websites in the Kyrgyz Republic.

This course is conducted in the frameworks of cooperation between American University of Central Asia, Kloop Media Foundation and Eurasia Foundation Central Asia.

## Schedule:

**Week 1:** L: Introduction to online journalism. S: Overview of online content: what do we read and how do we do it?

**Week 2 (one class):** L: What is journalism? Overview of main rules and definitions.

**Week 3:** L: Newswriting for online: looking for and developing story ideas, formats. S: Scheduling news coverage. *[Students are supposed to start working on their first news articles.]*

**Week 4:** L: Sources of information: what can they be, how can they be used. S: Submission of news articles, review. *[Students are supposed to improve their articles, the best and the newsworthiest ones are published.]*

**Week 5:** L: Interview. S: Submission of improved and/or new news articles, review.

**Week 6:** L: Tips for organizing journalistic work. Overview of useful tools. S: Submission of news articles, review.

**Week 7:** L: Online environment: useful Internet tools for journalists (part 1). S: Submission of news articles, review.

**Week 8:** L: Online environment: useful Internet tools for journalists (part 2). S: Submission of news articles, review.

[Fall break here, although students are welcome to continue submitting news stories]

**Week 9:** L: Covering elections. S: Getting prepared to cover presidential elections [possible guest speaker here], developing *behind-the-scenes* elections story ideas.

**Week 10:** S: Overview of elections stories [the class is supposed to be the next day after presidential elections in Kyrgyzstan]. L: Online multimedia (part 1).

**Week 11 (one class):** L: Online multimedia (part 2, more practical tips).

**Week 12:** S: Developing multimedia stories. *[Students are supposed to start doing their multimedia stories along with news stories]* S: Submission of news articles and multimedia stories, review.

**Week 13:** L: Overview of media law and ethics. S: Writing information request to state bodies.

**Week 14:** L: Online video: how to stream from the mobile phone. S: Live streaming practice.

**Week 15:** S: Submission of stories. S: Submission of stories.

**Grading:**

A – 92.1– 100%

A- – 85.1 – 92%

B+ – 80.1 – 85%

B – 75.1 – 80%

B- – 70.1 – 75%

C+ – 65.1 – 70%

C – 60.1 – 65%

C- – 55.1 – 60%

D+ – 50.1 – 55%

D – 45.1 – 50%

D- – 40.1 – 45%

F – 0 – 40%

**Assessment:**

- News articles published on Kloop.kg (45%): each article published brings 3%, if in collaboration with another student/author, then points are divided equally, the limit of 45% cannot be exceeded;
- Multimedia stories (16%): each multimedia story (photo gallery, podcast, video) brings 4%, if in collaboration with another student/author, then points are divided equally, the limit of 15% cannot be exceeded;
- News articles popularity (25%): each article that exceeds 100 pageviews brings 5%, if in collaboration with another student/author, then points are **not divided** in this case, everyone will get 5%, though the limit of 20% still cannot be exceeded, sorry;
- Class attendance (14%): very easy – each attended class (either L or S) brings 0,5%.