

Analysis and Research in Electronic Media I ID:

Fall 2010

Instructor: Kaarmanbek Kuluev

kaarmanbek@gmail.com, +996 555 819444

Course aim:

Students should develop an understanding of analytical journalism and practice its production in such spheres as TV & internet.

Rationale:

This course will help students to realize what is analytical journalism, how it is made and how performed in different media platforms. By the time students finish the module, they should be able to produce analytical video report. Students will be able to spot a story, angle it, and produce it.

The class will be taught mainly through exercises and field work.

The goal: learn analytical journalism and its implementation in electronic media

To achieve the goal students must learn:

- Critical thinking in journalism;
- Working with sources;
- Questioning & Interview techniques;
- Structure of analytical report;
- Performance of the final product

Assessment:

<u>Assignment</u>	<u>Grading point</u>
Attendance & participation in class discussion	50
Assignments	50
Final work*	300
Interview with Roza Otunbaeva (optional)	300
TOTAL:	400

* Students, which haven't completed all given assignments, will not be allowed to present the final work

Attendance & participation in class discussion:

Attending class is important, but not enough. Only active participation to class will be counted for grading points.

Assignments:

Group or personal assignments may be exercised at any time without any prior notice. If any student misses the class during the day when assignment was given, it is obligation of student to submit the work before the final work evaluation.

Final work:

As the final work, each group should prepare and present analytical video product (reportage, talk-show or any other genre). The assessment of the work will be based on: initial idea, depth of research, structure of the work, overall performance, etc. This work will be also counted as student's final exam.

RULES: cheating & plagiarism will automatically grant you F.

	Grade	Points range
A	Excellent	400 <
A-	Excellent	367 – 399
B+	Good	333 – 366
B	Good	300 – 332
B-	Good	267 – 299
C+	Average	233 – 266
C	Average	200 – 232
C-	Average	167 – 199
D+	Poor	133 – 166
D	Poor	100 – 132
D-	Poor	67 – 99
F	Failure	0 – 66

Tentative Class Schedule*

*This schedule is subject to changes. You are responsible for any changes announced during lectures/seminars despite your absences.

Evaluation	Week 1	Course introduction
	Week 2	Basics structure of analytical article/report Object and core of the topic. Theses.
	Week 3	Analytical thinking Brainstorming. Ideas and their development.
	Week 4	Finding topics and angles Topic for analytical report. Angles.
	Week 5	Class Work Writing short analytical article.
Practice	Week 6	Research: secondary source Finding information from TV, Radio and Internet <i>Home assignment: 1 information – sources from 3 platforms</i>
	Week 7	Research: primary source Interviews. Documents. <i>Home assignment: Interview & document</i>
	Week 8	Preliminary Script Planning the story. Script, text and videos. <i>Home assignment: video shooting</i>
	Week 9	Editing Video cuts, voiceovers, mixing <i>Home assignment: finalize the video</i>
	Week 10	Editorial Meeting Evaluation of video reports, suggestions for improvement.
Improvement	Week 11	Work on mistakes Group work: making improvement to the story <i>Home assignment: improve the story</i>
	Week 12	Reformatting video for Internet Youtube, Blive, Facebook <i>Home assignment: place videos on internet platforms</i>
	Week 13	Promoting video on Internet Promo actions. Fight for audience. <i>Home assignment: higher the rating of video</i>
	Week 13	Student's Choice We do whatever students want
	Week 14	Preparation for the final Show Make all videos ready for Final Show
	Week 15	Final Show The Premier of Student's Stories