



Course unit Descriptor		 UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD
	Faculty of Philosophy	
GENERAL INFORMATION		
Study program in which the course unit is offered	Journalism	
Course unit title	Internet Journalism	
Course unit code	o8ZU31	
Type of course unit ¹	Compulsory	
Level of course unit ²	First cycle (Bachelor)	
Field of Study (please see ISCED ³)	0321 Journalism and reporting	
Semester when the course unit is offered	Summer	
Year of study (if applicable)	3	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Dr. Dinko Gruhonjić, Zlatomir Gajić, Karlo Bala	
Name of contact person	Dinko Gruhonjić	
Mode of course unit delivery ⁴	Face-to-face	
Course unit pre-requisites (e.g. level of language required, etc)	B2 English	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
Introduction to practical and theoretical problems of interactive media. Analyzing Internet rhetoric and its contemporary application to the web-sites.		
LEARNING OUTCOMES (knowledge and skills)		
Initial capacity to work in the media that are oriented to an online journalism.		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ ISCED-F 2013 - <http://www.uis.unesco.org/Education/Documents/isced-f-detailed-field-descriptions-en.pdf> (page 54)

⁴ Face-to-face, distance learning, etc.

SYLLABUS (outline and summary of topics)

Theoretical classes: I part: 1. Introduction to Internet journalism. 2. Copying and installing CMS. 3. CMS Administration. Educational content. 4. Creating menus and navigation. The hierarchy of user and system protection. 5. Creating and maintaining student e-newspapers. II part: 1. The concept and definition of online journalism. 2. Links. 3. How do you orientate in the labyrinth of computer network? 4. Characteristics of Internet journalism. 5. Interactivity options in the online journalism. 6. Online Editor: navigator, archivist, moderator of communication with customers. 7. Electronic newspaper. 8. Rules for writing for the electronic newspapers. 9. Web editing. 10. Innovation of Internet journalism in the theory and practice of journalism. 11. The liberalization, concentration and commercialization of the media on the Internet. 12. The future of online journalism in the information society.

Practical classes: I 1. Portals. Online service. Content Management Systems. Front-end and Back-end users. Components, templates, themes, modules, desired. Forming students own e-newspapers. Working with students e-newspaper. II 1. The exercises in the use of Internet as a source of data for journalistic contributions. 2. Practice orientation on the Internet. 3. Practicing interactivity on a computer network (the movement of "his way"). 4. Practice writing journalistic contributions in accordance with the rules of Internet journalism. 5. Practicing editing the online edition. 6. Practicing placement of reports in audio-visual form. 6. Practicing editing for the Web.

LEARNING AND TEACHING (planned learning activities and teaching methods)

Lectures: 1 class per week, Practice classes: 2 classes per week

REQUIRED READING

- 1 Baskette, K. F., *The Art of Editing*, London, Collier Macmillan, 1992.
- 2 Bojd, E., *Novinarstvo u elektronskim medijima: metodi pripreme radio i televizijskih vesti*, Beograd, Klio, 2002.
- 3 Deuze, M., *The Internet and its Journalisms. Part I: A Typology of Online Journalism*, Online Journalism Review, 1998.
- 4 McMahan, P., *Global Control: Information Technology and Globalization since 184.*, London, Edward Elgar, 2002.
- 5 Džouns, S., *Virtuelna kultura*, Beograd: Biblioteka 20. vek, 2002.
- 6 Ward, M., *Journalism online*, Oxford: Focal press, 2002.
- 7 Wrightson, W.S., *From Lead to Silicon*, Darmstadt: IFRA, 1986

ASSESSMENT METHODS AND CRITERIA

Assessment (max. 100 points)

Pre-examination requirements

Lectures	5
Test	20
Practical work	35
Practical work	10

Examination 30

LANGUAGE OF INSTRUCTION

English language