

Course title	Online Journalism				
Course code	JOUR202				
Course type	Theoretical and Practical				
Level	Diploma				
Year / Semester	2 nd Year / 3 rd Semester				
Teacher's name	Froso Violari				
ECTS	6	Lectures / week	2	Laboratories / week	2
Course purpose and objectives	<p>The aim of the course is to educate the students in emerging and alternative forms of journalism, thus demonstrating critical and reflective thinking in relation to new technologies and how they have affected and informed journalism. Furthermore, the course aims to encourage the students to examine and assess online sources, to help them become acquainted with new forms of digital content, familiarise themselves with the interactivity of the web, the particularities of composing web texts and to introduce alternative forms of news reporting, accompanying texts with multimodal elements and live links. Special attention is given to social media and the interaction between journalist and internet user in shaping the content of the news. In addition, students are expected to familiarise themselves with the codes of journalistic ethics in the digital environment.</p>				
Learning outcomes	<p>Upon the completion of the course, the students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> Explain the concepts and practices of online journalism Realise the unique challenges, opportunities but also the ethical and legal limitations of online journalism, <p>Skills</p> <ol style="list-style-type: none"> Utilise social media as a tool that foster the publicity and involvement of the internet user Analyse how new technologies have influenced and informed journalism. <p>Competences</p> <ol style="list-style-type: none"> Write posts for digital and media posts using effective headlines, proper structure, links and keywords, demonstrating critical thinking skills in shaping news content Design multimedia productions for digital media, using text, image, diagrams, links, photos, audio and video 				
Prerequisites		Required			

Course content	<p>THE DEVELOPMENT OF NEW SOCIAL DIGITAL COMMUNICATION</p> <ul style="list-style-type: none"> • Basic concepts and theories of new media Historical background – evolution <p>WHAT NEW MEDIA IS?</p> <ul style="list-style-type: none"> • Social networking The world of websites Internet forum bloggers - blogging wiki • Sharing photographic, audio and video material with others Microblogging • Audio and Image Sharing – Livecasting <p>CONTEXT AND CHARACTERISTICS OF NEW MEDIA</p> <ul style="list-style-type: none"> • Field of application • Immediacy without boundaries • Responding to various sources and feedback Adjustment and control • Legislation and ethics <p>PLATFORMS OF SOCIAL NETWORKS</p> <ul style="list-style-type: none"> • Open social networking bloggers • Official institutional platforms Independent platforms Alternative platforms <p>MAIN TYPES OF SOCIAL MEDIA CONTENT</p> <ul style="list-style-type: none"> • informative Social • Political and ideological commercial Educational <p>FIELD OF SOCIAL MEDIA APPLICATION</p> <ul style="list-style-type: none"> • Personal • Local National • International and worldwide <p>THE IMPACT OF SOCIAL MEDIA</p> <ul style="list-style-type: none"> • To the public • To the society • To politics political body • To other Media • Writing about the internet and social media • Ways to attract internet and social media audience • Writing headlines for press releases for web, digital and social media • Conducting interviews from and through the internet and social media • The unbiased use of online language in digital and social media journalism • Online ethics and rules of the internet and social media
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<p>Teaching methodology</p>	<p>The content of the course material is thought using alternative and modern teaching approaches, such as audio-visual presentation, brainstorming, active student engagement, group discussions, etc., as well as practical training in the laboratory. The course further encourages the students to demonstrate critical and reflective thinking in relation to new technologies and how they have affected and informed journalism. The students will be asked to study articles/research / journalistic blogs in order to be able to form a comprehensive view of the above (see supporting material).</p>
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Βογιάνος, Δ. (2023). Ψηφιακά Μέσα και Κοινωνία. Αθήνα, Ελλάδα: Εκδόσεις Κάλλιπος. http://hdl.handle.net/11419/9377 • Δημούλας, Χ. (2015). <i>Τεχνολογίες συγγραφής και διαχείρισης πολυμέσων: Τεχνικές μη γραμμικής αφήγησης στα νέα ψηφιακά μέσα</i>. Αθήνα, Ελλάδα: Εκδόσεις Κάλλιπος. • Τζαβάρας, Π. Ε. (2020). <i>Κατανοώντας τα μέσα κοινωνικής δικτύωσης</i>. Ελληνοεκδοτική. ISBN: 978-960-563-386-8 • Κάβουρα, Α. (2016). <i>Επικοινωνία και διαφήμιση στα μέσα κοινωνικής δικτύωσης</i>. Διόνικος. ISBN: 978-960-6619-80-9 • Δημούλας, Χ. (2015). <i>Τεχνολογίες συγγραφής και διαχείρισης πολυμέσων</i>. Kallipos, Open Academic Editions. https://hdl.handle.net/11419/4343 <p>English Bibliography¹⁹</p> <ul style="list-style-type: none"> • Diakopoulos, N. (2019). <i>Automating the News: How Algorithms Are Rewriting the Media</i>. Cambridge, Massachusetts: Harvard University Press. EBSCOHost • Batsell, J. (2015). <i>Engaged Journalism: Connecting with Digitally Empowered News Audiences</i>. New York : Columbia University Press. EBSCOHost. • Tan C. (2018). <i>Regulating Content on Social Media : Copyright, Terms of Service and Technological Features</i>. London : UCL Press. EBSCOHost. • Funchs, C. (2017). <i>Social Media: A critical introduction</i>. 2nd Edition. SAGE. ISBN: 9781473966833 • Warburton, S., and Hatzipanagos, S. (2013). <i>Digital identity and social media</i>. Information Science Reference. ISBN: 9781466619159 • The Economist (2017). <i>Social media's threat to democracy</i>. Volume 425. Roularta Printing • Batsell, J. (2015). <i>Engaged Journalism: Connecting with Digitally Empowered News Audiences</i>. New York : Columbia University Press. EBSCOHost. • Tan C. (2018). <i>Regulating Content on Social Media : Copyright, Terms of Service and Technological Features</i>. London : UCL Press. EBSCOHost

¹⁹ Translation tools: Please click on the following link to go to a guide that has been developed to help you get you informed about the process of automated translation. The guide is found at [Moodle > Student information > Οδηγός βιβλιοθήκης- Μετάφραση](#)

	<p>Supporting material²⁰:</p> <ul style="list-style-type: none"> • Hill, A. (2023). 5 Ways Journalism Has Changed in the Digital Age. Source • Maryville University (2019). How Technological Advancements Will Shape the Future of Journalism. Source • Newman, N. (2023). Journalism, media, and technology trends and predictions 2023. Source
Assessment	<ul style="list-style-type: none"> • Attendance and classroom participation: 10% • Assignments: 40% • Final Assignment: 50%
Language	Greek

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