INSTITUTO POLITÉCNICO DE BRAGANÇA

Course Unit	Digital Communication and Social Networks			Field of study	Journalism and Reporting	
Bachelor in	Communication and Journalism			School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	3	Level	1-3	ECTS credits	6.0
Type	Semestral	Semester	1	Code	9662-657-3103-00-22	

| Workload (hours) | 162 | Contact hours | T | - | TP | 60 | PL | - | TC | - | S | - | E | - | OT | - | O | - |

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Daniel dos Santos Catalao

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Creatively use digital tools to create multimedia and transmedia narratives.
2. Take advantage of the languages allowed by the new media, using unconventional formulas.
3. Explore social media as platforms for storytelling and engagement and conversation with the public.
4. Know and use techniques and tools for research, curation, distribution and vetting online content.
5. Edit video, sounds, photos, and to write texts regarding the attention span of Internet users.

Prerequisites

Not applicable

Course contents

Methods, techniques and tools for digital narratives. Content vetting. Social media as a tool for interaction with the public. Virtual reality and augmented reality. Journalism and non-mediated messages.

Course contents (extended version)

1. Features and evolution of online media
2. Methods, technics and production tools.
    - Online platforms and services.
    - Mobile: the smartphone as a tool
    - Video, audio e artwork
3. Digital storytelling: multimedia and transmedia
    - Text
    - Photography
    - Video
    - Infographics
    - Data
4. Social Media
    - Facebook
    - Twitter
    - Instagram
5. Augmented Reality and Virtual Reality
6. Journalism
    - New paradigm
    - The 5W and the 5C
    - New challenges
    - New newsrooms
    - Participative journalism
7. Traditional media vs. Blogs
8. Is posting journalism?
9. Ethical issues

Recommended reading

1. Aronson-Rath, Raney et al. (2015) Virtual Reality Journalism. The Tow Center for Digital Journalism at Columbia University, NY https: //towcenter. gitbooks. io/virtual-reality-journalism/content/
2. Brooks, Kevin (2003). Estruturas de Narrativas Não-Lineares, in Autoria e Produção em Televisão Interactiva. Lisboa: COFAC
3. Silverman , Craig (2014). Verification Handbook, An Ultimate Guideline on Digital Age Sourcing form Emergency Covering. The Poynter Institute, Maastricht http: //www. verificationhandbook. net/
4. Steinmueller, Uwe e Gulbins, Jurgen. (2010). The Digital Photography Workflow Handbook. Heidelberg: Steinmueller Photo
5. Social Media, a Handbook for Journalists, Sveriges Radio, 2013 http: //sverigesradio. se/press/bilder/swedishradio2013_socmed. pdf

Teaching and learning methods

This is a lab unit in which the teacher presents the topics in theoretical and explanatory sessions followed by practical examples and assignments so the students can practice. Part of the work is done in class and another part outside class.

Assessment methods

1. Individual assignment I (40%) - (Regular, Student Worker) (Final)
    - Practical Work - 40% (Assignment 1 - individual)
    - Practical Work - 50% (Assignment 2 - individual or group)
    - Work Discussion - 10% (Class participation and work commitment and engagement)
2. Practical exam regarding several taught tasks - (Regular, Student Worker) (Supplementary, Special)
3. Special Mobility Students - Practice exam - (Regular) (Supplementary, Special)

Language of instruction

Portuguese

Electronic validation

Daniel dos Santos Catalao	Manuela Dolores Ferreira Carneiro	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
04-11-2022	16-11-2022	16-11-2022	21-11-2022