

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	2023/2024	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	9662-657-3103-00-23		
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) João Pedro Fernandes Alves Roma Baptista

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. Resource and special assessment - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Students on mobility - (Regular) (Final, Supplementary, Special)
 - Practical Work - 100% (Practical work)

Language of instruction

Portuguese

Electronic validation			
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09-10-2023	12-10-2023	13-11-2023	08-12-2023

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