

- Faculté des sciences économiques
- www.unine.ch/seco

Crossmedia publishing for Journalists (5AJ2046)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme	Cours: 2 ph	cont. continu	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Automne

Equipe enseignante:

Prof. Katarina Stanoevska-Slabeva
University of Neuchâtel
Academy of Journalism and Media
Emile-Argand 11, 2000 Neuchatel
+41 32 718 15 00
katarina.stanoevska@unine.ch
Assistant : Marco Giardina, marco.giardina@unine.ch

Objectifs:

In order to increase the attractiveness for both readers and advertisers as well as to cope with new media, media companies are fostering crossmedia publishing and products. Available content is published over several channels at the same time, for example in an offline format, over online and mobile media. Thereby the goal is not to just publish the same content in parallel over several media, but to select and structure complementary parts of it in a way that is most suitable for each of the involved media. The goal is furthermore, by combining complementary features of the involved media mix, to increase the richness and reach of the content. The growing trend towards crossmedia products imposes new challenges upon journalists. Good understanding of the characteristics of different media is required together with skills how to create journalistic content in suitable way for crossmedia publishing.

The course first provides an introduction to mobile media and then focuses on strategies for crossmedia publishing. Examples of crossmedia current crossmedia practices are provided by case studies. After completing this course, students will be able to:

- Understand the different and complementary characteristics of different media
- To create content for crossmedia publishing
- To practice cross-media publishing by publishing an article online, extend it in a blog and enhance it with interactivity with social media.

Contenu:

The major components of this course are as follows:

- Introduction to online media and AJM Mag
- Introduction to online publishing
- Comparison of different media channels
- Case studies of crossmedia publishing
- Approaches and techniques for crossmedia publishing

Forme de l'évaluation:

Continuous evaluation during the course based on concrete tasks and a final written work. Detailed information about the assignments will be announced at the beginning of the course.

Reexamination : Written assignment

Documentation:

Readings such as articles, book chapters, and cases will be provided at the beginning of the semester.