

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

Entrepreneurial Journalism (5AJ2082)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication	Cours: 2 ph	écrit: 2 h	3

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

Période d'enseignement:

- Semestre Printemps

Equipe enseignante:

Dr. Colin Porlezza
IPMZ - Institute of Mass Communication and Media Research
University of Zurich
Andreasstrasse 15
CH-8050 Zürich

Objectifs:

The aim of the module is to develop creative, flexible and innovative journalists who can bring fresh thinking to a media organization; create dynamic and innovative content for a start-up media enterprise; or launch their own journalistic website or other product. The skills, knowledge and insights you gain in this class will be invaluable as you enter an industry in turmoil. Especially at a time when jobs are difficult to obtain and to retain, the confidence of knowing you can think creatively, work collectively and land on your feet is a big asset in any work situation. In this module, you will learn to research, develop, refine and pitch an innovative journalistic idea that showcases your creativity, talents and market acuity. At the end of the course, you will be able to:

- Understand the impact of digitization on the news industry and its business models,
- describe the emergent journalism ecosystem that challenges the traditional notion of mass communication,
- understand the growth of do-it-yourself media, the rise of social media and data-journalism and the prospects for journalism reinvention,
- transform innovative ideas into a sustainable business plan, and
- develop a better sense of how to get a job in the current journalism job market.

Contenu:

Journalism as we know it is undergoing fundamental changes. The course focuses therefore on two major topics: first, the role of innovation and entrepreneurship for the future of journalism. Secondly, the course will focus on the process of adaptation to the new media ecosystem of established news organizations as well as the creation of new and innovative journalism start-ups. The course will therefore discuss the impact of digital technologies on the news industry in terms of news production, distribution and consumption - as well as the rise of the audience, the growing interaction and media responsiveness. Moreover, the course will specifically look into the problematic business of journalism and dissect the issues traditional news organizations are facing while adapting to the current challenges. Through a number of readings and case studies students will get a specific insight into current innovative journalism projects. In addition, through guest speakers with firsthand experience, students will not only get a realistic impression of the risks and opportunities of entrepreneurial journalism, but they will also be able to dissect journalistic initiatives and work on their own projects. The course will also be accompanied by a Twitter account that presents news on journalism innovation and entrepreneurship.

Forme de l'évaluation:

The evaluation is based on

- a) the development of a final project, which consists of a detailed competitive analysis and a formal business plan outlining audience, value and resources including monetization of a product or service. With your group, you will develop a feasible idea: a new product or service related to journalistic content (product for an audience) or work (a service for journalists or news organizations). It is worth 80% of your final mark. Your proposal may be for either:
 - i. A new offering from a real media organization, either a legacy outlet (TSR, Le Matin, Neue Zürcher Zeitung etc.) or a digital-only one (Buzzfeed, Watson etc.).
 - ii. A new offering that you are proposing to develop independently – that is, a new journalistic start-up for which you will be the entrepreneurs.
- b) a project pitch where each group will have approximately 15 minutes to pitch their journalism innovation idea. The project pitch is worth 20% of your final mark.

Rattrapage :

Equivalent work.

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Documentation:

Obligatory readings:

Briggs, Mark (2012). *Entrepreneurial Journalism: How to build what's next for news*. CQ Press, Thousand Oaks, CA, 2012.

Sirkkunen, Esa & Cook, Clare (2012). *Chasing Sustainability on the Net: International research on 69 journalistic pure players and their business models*. University of Tampere. Available online at <http://www.submojour.net/>

Anderson, C.W., Bell, Emily, & Sharky, Clay (2012). *Post-Industrial Journalism: Adapting to the Present*. Columbia Journalism School, Tow Center. Available online at http://towcenter.org/wp-content/uploads/2012/11/TOWCenter-Post_Industrial_Journalism.pdf

Christensen, Clayton M., Skok, David, & Allworth, James (2012). *Be the Disruptor*, in *Nieman Reports*, Fall 2012, Vol. 66, No. 3, The Nieman Foundation for Journalism at Harvard University. Available online at <http://nieman.harvard.edu/wp-content/uploads/pod-assets/ebook/niemanreports/fall2012/NiemanReports-Fall2012CoverStory.pdf>

Ries, Eric (2011). *The Lean Startup*. Crown Business, New York, NY. Available online at <http://www.stpia.ir/files/The%20Lean%20Startup%20.pdf>

Note: All mandatory reading material will be made available to students in advance. There will be additional articles to read during lectures, these articles will be made available as well.

Forme de l'enseignement:

- 3 ECTS credits- Optional course, Master of Arts in Journalism - Spring semester - 28 hours.
The course includes lectures, case studies, discussions, invited speakers and the preparation of a project.