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

Online search and publishing (5AJ2038)

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:

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Objectifs:

This course covers two topics: online search and introduction to online publishing.
- Online search: Online media have a growing significance for agenda setting processes. In particular, information about events and happenings of global interest appear in many occasions first on global online platforms as for example YouTube, Twitter, Facebook and others. Thus, besides search engines, online media have become sources of information with increasing importance for journalists. For a complete overview of available information online, information from many sources have to be researched, observed, verified and combined. Each online platform and search engine requires different search and verification strategies. Furthermore, specific search strategies need to be combined with thorough quality, authenticity and trustworthiness control.
- Online publishing: In order to publish online, journalistic contributions need to be struc-tured and provided in a specific way suitable for different online genres, as for example online newspapers. In the second part of the course an introduction to online publishing will be provided. Furthermore,a blog platform will be introduced.
The course first provides an introduction to online media and then focuses on online publishing.
After completing this course, students will be able to:
- Identify relevant online information sources
- To identify and apply different online information search techniques
- Be aware of and apply different quality control approaches for information stemming from online sources
- To understand the specific features of online publishing platforms (content management systems)
- To blogg

Contenu:

The major components of this course are as follows:
- Introduction to online media
- Online information sources of relevance for journalists
- Overview of search engines and strategies for their usage
- Quality control and verification of online information
- Introduction to online publishing
- Practicing of blogging

Forme de l'évaluation:

Continuous evaluation during the course based on concrete tasks and a final 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