Course title: Analyzing Online Journalism
Language of instruction: English
Professor: Javier Díaz Noci.
Professor's contact and office hours: Office 53.814, Communication Faculty, Roc Boronat 138.
javier.diaz@upf.edu. Wednesday 10 to 13 hours.
Course contact hours: 45
Recommended credit: 6 ECTS credits
Course prerequisites: There are no prerequisites for this course

Language requirements: Recommended level in the European Framework B2 (or equivalent : Cambridge Certificate if the teaching language is English, DELE or 3 semesters in the case of Spanish)

Course focus and approach:
This is a course that focuses on the ongoing changes on media business and journalism practices due to digititzation. It also emphasizes the social changes the adoption of online journalism is operating in society: news consumption and avoidance, trust in media, and so on.emphasizes the contemporary times from a historical point of view with an approach belonging to urban geography within the framework of cultural studies

Course description: The nature of technology and journalism is in permanent change. Digitalization has not changed the core principles that underlie journalism, yet it has allowed a terrific shift in terms of habits, capacities and expectations of news production and news consumption –and of course of business models–, but also major changes in news avoidance, inequality in accessing quality news (and its impact on democracy and participation), and trust in media and in news. In this course, which is intended mainly in a practical way, is aimed at understanding the birth and evolution of online journalism, its characteristics, and at assessing the quality of digital media on the Internet. Theoretical content is also provided in order to build practice on it. Hence, students will look for the best practices in international news coverage online through three main levels: company, messages, and user interaction.

Learning objectives:

- Understanding the characteristics of the digital language and its application to online communication and journalism.
- Ability to assess the journalistic quality of online media outlets
    - Ability to define criteria for analyzing journalistic content and to critically apply these criteria to media coverage
- Recognition of cultural diversity and international journalistic traditions.

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- Being able to develop a proper informative project.

Ability to networking through the available digital tools.

Course workload: Lectures offered by the instructor are important, alongside with tutorial session, individually or in small groups, but readings and discussion based on them are equally important. There will be no exam, but a continuous evaluation. A final paper may be required.

Teaching methodology:
There will be some theoretical sessions to explain both concepts, such as multimediality, interactivity of multimediality, and tools to design and evaluate project and their quality. Readings will be provided to strengthen this part, and students are expected and encouraged to deliver a short paper every week, during the first part of the course, so to check that their understanding of them is high (20% of the final assessment). Case studies are contemplated as well as a teaching strategy.
Tutorial sessions are of high importance, since it is through this personalized sessions that a proper project can be designed and conducted.

Assessment criteria:
An informative project, proposed by students in groups of three people, will be the main outcome of this course and its principal way of assessment an evaluation. Students will be encouraged to design, present and defend an informative project of their own, after discussion with the instructor and their colleagues about the appropriateness of the topic and approach proposed. Using the most common platforms (e.g. WordPress, Wix, etc.) students will really place their product on the Internet.
A memorandum will be delivered at the beginning of the term, a follow-up approach through tutorial sessions will be developed during the term and tools to evaluate their own project will be provided during the course. So, students will evaluate, alongside with the instructor, their own project. Shared discussions in plenarial sessions will be held as well, so the whole group will be able to propose improvements to their colleagues' projectes as well (10% of the final grade).
During the first weeks of the course, students are encouraged to read and discuss some papers related to the main concepts and tools, and a short paper of their own may be evaluated as well (20%). Class participation is mandatory (10% of the final grade).
The rest of the assessment is due to the project: 60%.

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BaPIS absence policy

Attending class is mandatory and will be monitored daily by professors. Missing classes will impact on the student's final grade as follows:

Absences	Penalization
Up to two (2) absences	No penalization
Three (3) absences	1 point subtracted from final grade (on a 10-point scale)
Four (4) absences	2 points subtracted from final grade (on a 10-point scale)
Five (5) absences or more	The student receives an INCOMPLETE ("NO PRESENTADO") for the course

The BaPIS attendance policy **does not distinguish between justified or unjustified absences**. The student is deemed responsible to manage his/her absences.

Only absences for medical reasons will be considered justified absences. The student is deemed responsible to provide the necessary documentation. Other emergency situations will be analyzed on a case by case basis by the Academic Director of the BaPIS.

The Instructor, the Academic Director and the Study Abroad Office should be informed by email without any delay.

Classroom norms:
- No food or drink is permitted in class.
- Students will have a ten-minute break after one one- hour session.
- Participation is welcome and encouraged
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Weekly schedule:

WEEK 1

Session 1 Course description. Definition and evolution of online journalism (1994 to present)
Syllabus, assessment and readings
Introduction to the course requirements and method of assessment. Presentation of first introductory readings:
Reading and class discussion:

Javier Díaz Noci. 2012. A History of Journalism on the Internet. *Revista Internacional de Historia de la Comunicación, 1*(1), 253- 272.

Javier Díaz Noci. 2014. Introduction. Why to Study the Internet (and Online Jour-nalism). In A. Larrondo, K. Meso and A. Tous (coords). *Shaping the News Online. A Comparative Research on International Quality Media* (pp. 17-62). Covilha: LabCom.

WEEK 2

Session 2 Characteristics of digital language applied to digital journalism

Syllabus, assessment and readings

This week, we will examine in some detail the main formal characteristics of the digital language as applied to online journalism: Hypertext, multimèdia, interactivity and others.

Reading and class discussion:

K. Kartveit. 2020. How do they do it? Multimedia journalism and perceptions of the practice. *Journalism 21*(10): 1468-1485.

Proper materials by the instructor will be made available as well.

WEEK 3

Session 3 Design on the Internet

Syllabus, assessment and readings

Description of the main trends of graphical design in online media. .

Reading and class discussion:

Ana SERRANO TELLERIA, 2012. "Online journalism design. Evolution, criteria and challenges". Matrizes 5(29), pp. 269-285

Proper materials will be produced for this session as well.

WEEK 4

Session 4 Communication strategies on the Internet (1)

Chosing and following a topic: content curation, SEO strategies, managing content in the social networks

Reading and class discussion:

Proper materials will be produced for sessions 04 and 05.

WEEK 5

Session 5 Communication strategies on the Internet (2)

Writing for the Web. Using video and audio. Podcast, newsletters

Reading and class discussion:

Proper materials will be produced for sessions 04 and 05.

WEEK 6

Session 6 Business models
A description and analysis of the main business models and their adoption by media companies
Reading and class discussion:
Richard FLETCHER and Rasmus Kleis NIELSEN. 2017. Paying for online news. *Digital Journalism*
 5(9), p. 1173-1191.
Javier DÍAZ-NOCI, J. (2021). *The life of news and the wealth of media companies in the digital*
 world: Reader revenues and professional practices on a post-COVID world. Barcelona:
 DigiDoc Research Group (Pompeu Fabra University), DigiDoc Reports.

WEEK 7

Session 7 Quality in online media (1)
Defining quality in journalism. Media accountability and transparency.
Reading and class discussion:
M. EIDE. .2017. Digital transparency and accountability. In B. Franklin and S. A. Eldridge II (eds.),
 The Routledge Companion to Digital Journalism Studies (p. 253-261), London:
 Routledge.
K. WELBERS *et al.* (2016). News Selection Criteria in the Digital Age. *Journalism,* Vol. 17(8) 1037–
 1053
Antonis KALOGEROPOULOS; Benjamin TOFF; Richard FLETCHER. 2022. The Watchdog Press in the
 Doghouse: A Comparative Study of Attitudes about Account-ability Journalism, Trust
 in News, and News Avoidance. *The International Journal of Press/Politics*, 1-22.

WEEK 8

Session 8 Quality in online media (2)
Convergence. Innovation. Corporate analysis. Newsroom analysis. Responsiveness. Interaction with readers.
Reading and class discussion:
Ainara LARRONDO URETA; Javier DÍAZ NOCI; Ivar John ERDAL. 2022. Convergence and Innovation:
 The Conceptual and Methodological Basis of Technological Evolution and Cul-tural
 Complexity in Journalism. In J. Vázquez-Herrero *et al.* (eds). *Total Jour-nalism.*
 Models, Techniques and Challenges (p. 13-28). Cham: Springer.
Ornella PORCU. 2020. Exploring innovative learning culture in the newsroom. *Jour-nalism,*
 21(10): 1556-1572.

WEEK 9

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Session 9 Equal access to quality news

News consumption and avoidance. Digital gap in accessing the news. Trust in media.

Pablo Boczkowski; Eugenia Mitchelstein; Mata Matassi. 2018. "News comes across when I'm in a moment of leisure": Understanding the practices of incidental news consumption on social media. *New Media and Society, 20*(10): 3523-3539. DOI: 10.1177/1461444817750396

Manuel Goyanes; Alberto Ardèvol-Abreu; Homero Gil de Zúñiga. 2021. Ante-cedents of News Avoidance: Competing Effects of Political Interest, News Overload, Trust in News Media, and "News Finds Me" Perception, Digital Journalism, DOI: 10.1080/21670811.2021.1990097

Katherine M. Grosser. 2016. Trust in Online Journalism, *Digital Journalism*, 4:8, 1036-1057, DOI:10.1080/21670811.2015.1127174

WEEK 10

Session 10 Designing the final paper

The last session (and part of the previous ones; proper materials will be produced to fulfill this goal) will be devoted to explain how to structure the final paper, in the form of an academic paper or a professional project for an online medium (a memorandum), for the students to be evaluated.

Reading and class discussion: Proper materials will be produced for this session, and will be made available at the very beginning of the course.

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Last revision: May 2023.

Required readings:

Course reading pack prepared by professor and some proper materials designed for the course.

Boczkowski, P. J.; Mitchelstein, E., Matassi, M. (2018). "News comes across when I'm in a moment of leisure": Understanding the practices of incidental news consump-tion on social media. *New Media and Society, 20*(10): 3523-3539. DOI: 10.1177/1461444817750396

Chidozie Kezie, Celestine (2022). Rethinking objectivity in journalism: A Virtue jour-nalism approach. *Journal of Communication and Media Research, 14*(1), 92-99.

Deuze, M.; Witschge, T. (2017). Beyond journalism: Theorizing the transformations of journalism. *Journalism*, 1-17.

DÍAZ NOCI, J. (2012). A History of Journalism on the Internet. *Revista Internacional de Historia de la Comunicación, 1*(1), 253- 272.

DÍAZ NOCI, J. (2014). Introduction. Why to Study the Internet (and Online Journalism). In A. Larrondo, K. Meso and A. Tous (coords). *Shaping the News Online. A Com-parative Research on International Quality Media* (pp. 17-62). Covilha: LabCom.

DÍAZ NOCI, J. (2014). Newsroom Convergence: A Comparative Research. In A. Lar-rondo, K. Meso and A. Tous, *Shaping the News Online* (p. 301-341). Covilha: Lab-Com Livros.

DÍAZ-NOCI, J. (2021). *The life of news and the wealth of media companies in the digital world: Reader revenues and professional practices on a post-COVID world*. Barcelona: DigiDoc Research Group (Pompeu Fabra University), DigiDoc Reports.

DOMINGO, D. and HEIKKILÄ, H. (2012). Media Accountability Practices in Online News Media. In E. Siapera & A. Veglis (eds). *The Handbook of Global Online Journal-ism* (p. 272-289). Oxford: Wiley & Blackwell.

EIDE, M: (2017). Digital transparency and accountability. In B. Franklin and S. A. Eldridge II (eds.), *The Routledge Companion to Digital Journalism Studies* (p. 253-261), London: Routledge.

FLETCHER, R.; NIELSEN, R. K. (2017). Paying for online news. *Digital Journalism 5*(9), p. 1173-1191.

GOYANES, Manuel; ARDÈVOL-ABREU; Alberto; GIL DE ZÚÑIGA, Homero (2021): Anteced-ents of News Avoidance: Competing Effects of Political Interest, News Overload, Trust in News Media, and "News Finds Me" Perception, Digital Journalism, DOI: 10.1080/21670811.2021.1990097

GROSSER, Katherine M. (2016) Trust in Online Journalism, *Digital Journalism*, 4:8, 1036-1057, DOI:10.1080/21670811.2015.1127174

HALLIN, Daniel C.; MELLADO, Claudia; MANCINI, Paolo (2021). The concept of hybridity in journalism studies. *The International Journal of Press and Politics*. DOI: 10.1177/19401612211039704

INFOTENDENCIAS (2012). Media Convergence. In E. Siapera & A. Veglis (eds). *The Handbook of Global Online Journalism* (p. 21-36). Oxford: Wiley & Blackwell.

KALOGEROPOULOS, Antonis; TOFF, Benjamin; Fletcher, Richard (2022). The Watchdog Press in the Doghouse: A Comparative Study of Attitudes about Accountability Journalism, Trust in News, and News Avoidance. *The International Journal of Press/Politics*, 1-22.

KARTVEIT, K. (2020). How do they do it? Multimedia journalism and perceptions of the practice. *Journalism 21*(10): 1468-1485.

LARRONDO URETA, A.; DÍAZ NOCI, J.; ERDAL, I. J. (2022). Convergence and Innovation: The Conceptual and Methodological Basis of Technological Evolution and Cul-tural Complexity in Journalism. In J. Vázquez-Herrero *et al.* (eds). *Total Journalism. Models, Techniques and Challenges* (p. 13-28). Cham: Springer.

LITTLETON, Tamara (2016). How to: Manage Reader Comments as a Journalist. https://www.journalism.co.uk/skills/howtomanagereadercommentsasajournal-ist/s7/a546289/

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LLORCA ABAD, Germán (2014). Quality News Websites: International Online Media Evaluation.). In A. Larrondo, K. Meso and A. Tous (coords). *Shaping the News Online. A Comparative Research on International Quality Media* (pp. 63-78). Co-vilha: LabCom.

MCQUAIL, D. (2010). *McQuail's Mass Communication Theory*. 6th Edition. London etc.: Sage.

O'SULLIVAN, J. (2012). Challenging Values: The 'Good' Journalist Online. In E. Siapera & A. Veglis (eds). *The Handbook of Global Online Journalism*. Oxford: Wiley & Blackwell.

ODRIOZOLA CHÉNÉ, J. (2014). The International Online Media Agenda. New Media, Old Agenda. In A. Larrondo, K. Meso and A. Tous (coords). *Shaping the News Online. A Comparative Research on International Quality Media* (pp. 79-104). Covilha: LabCom.

ODRIOZOLA-CHÉNÉ, J. e*t al*. (2020). Inequality in times of pandemics: How online media are starting to treat the economic consequences of the coronavirus crisis. *El pro-fesional de la información*, *29*(4).

OSTERWALDER, A.; PIGNEUR, Y. (2010) *Business Model Generation*. Hoboken, New Jer-sey: Wiley

PORCU, O. (2020). Exploring innovative learning culture in the newsroom. *Journalism, 21*(10): 1556-1572.

PROCHAZKA, Fabian; Obermaier, Magdalena (2022). Trust through Transparency? How Journalistic Reactions to Media-Critical User Comments Affect Quality Perceptions and Behavior Intentions, *Digital Journalism, (10)*3, 452-472, DOI: 10.1080/21670811.2021.2017316

QUANDT, T . (2008). (No) news to the World Wide Web? A comparative content analysis of online news in Europe and the United States. *Journalism Studies*, 9(5), pp. 717-738.

ROBINSON, S. (2012). Experiencing Journalism: A New Model for Online Newspapers. In E. Siapera & A. Veglis (eds). *The Handbook of Global Online Journalism* (p. 59-76). Oxford: Wiley & Blackwell.

WELBERS, K. *et al.* (2016). News Selection Criteria in the Digital Age. *Journalism,* Vol. 17(8) 1037–1053

WURFF, R. van der (2012). The Economics of Online Journalism. In E. Siapera & A. Veglis (eds). *The Handbook of Global Online Journalism* (p. 231-250). Oxford: Wiley & Blackwell.

Recommended bibliography:

BULL, Andy. 2010. *Multimedia journalism: a practical guide*. Milton Park, Abingdon, Oxon ; New York, NY: Routledge.

CRAIG, David A. 2011. *Excellence in online journalism: exploring current practices in an evolving environment*. Thousand Oaks, Calif.: SAGE.

ESS, Charles. 2009. *Digital Media Ethics*. Cambridge: Polity Press.Muller, Denis (2014): *Journalism Ethics for the Digital Age*: London: Scribe.

FORTNER, Robert S. & FACKLER, Mark P. (eds.). 2011. *The Handbook of Global Communication and Media Ethics.* Oxford: Wiley-Blackwell.

HEINRICH, Ansgard. 2011. *Network journalism: journalistic practice in interactive spheres*. New York, N.Y.: Routledge.

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KAYE, Jeff; QUINN, Stephen. 2010. *Funding journalism in the digital age: business models, strategies, issues and trends*. New York: Peter Lang.

LARRONDO, A.; MESO, K.; TOUS-ROVIROSA, A. (coords.). 2014. *Shaping the news online. A Comparative research on international quality media.* Covilha: LabCom (internet resource)

ROHUMAA, Liisa & BRADSHAW, Paul. 2011. *The Online Journalism Handbook*. New York: Pearson.

ROSENAUER, Kenneth L. & FILAK, Vincent F. (eds.). 2011. *The Journalists' Handbook for Online Editing*. New York: Pearson.

ROSENBERRY, Jack; ST. JOHN III, Burton (eds.). 2010. *Public journalism 2.0: the promise and reality of a citizen-engaged press.* New York: Routledge.

RUSSELL, Adrienne. 2011. *Networked: a contemporary history of news in transition*. Cambridge, UK; Malden, Mass.: Polity Press.

SIAPERA, Eugenia & EGLIS, Andreas (eds.) 2012. *The Handbook of Global Online Journalism.* Oxford: Wiley-Blackwell.

SINGER, Jane [et al.]. 2011. *Participatory journalism: guarding open gates at online newspapers*. Chichester, West Sussex: Wiley-Blackwell.

THORNBURG, Ryan. 2010. *Producing online news: digital skills, stronger stories*. Washington, D.C.: CQ Press.

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