Course title:	Analyzing Online Journalism
Language of instruction:	English
Professor:	Christopher D. Tulloch / Pilar Suárez
Contact & office hours:	Office 52.823 / 53.918 Communication Faculty. Wednesdays 12-13h. christopher.tulloch@upf.edu / pilar. suarez@upf.edu
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 course focuses on the challenges and ongoing changes that online journalism has brought to the media landscape and considers the revolution in news consumption habits and the social changes that digital journalism has brought to contemporary society. After setting the recent historical context (from the mid-Nineties onwards) it analyses such digital media issues such as quality, trust and credibility in the media, the counter-hegemonic slow journalism revolution, online journalism and social networks as well as looking into communication strategies on the internet, the implications of mobile journalism (Mojo) or qüestions regarding the business models of digital journalism.

Course description: The nature of technology and journalism is in permanent change. While it may be argued that digitalization has not changed the core principles that underlie journalism, it has allowed for a tremendous shift in terms of habits, capacities and expectations of news production and news consumption and of course of business models. That said, it has also led to more questionable changes such as news avoidance, inequality in accessing quality news (and its corresponding impact on democracy and participation) or widespread unethical practices which have undermined the very foundations of what journalism is and should be. This course aims at understanding the birth and evolution of online journalism, its inherent characteristics, contemporary debates in the field, the commercial models related to digital journalism and carries out some prospective work as to future tendencies in the field.

Learning objectives:

- To understand the changes on the mediascape that digital journalism has brought
- To assess the journalistic quality of online media outlets

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- To analyze the interrelation between social networks and online journalism
- To comprehend the business models behind digital media projects
- To calibrate the ethical issues behind recent developments in online journalism

Course workload: As well as mandatory attendance at course lectures, students will be expected to: i) fully prepare for all classes by reading the class materials set by the instructors; ii) to have pre-prepared for all tutorial sessions; iii) to participate actively in class discussion on set readings and journalism debates; iv) to be prepared for the two reading tests set during the course; v) to coordinate with their instructors the presentation of an academic end of term paper and vi) to work with a class peer to carry out an in-class oral presentation on the issue under analysis. There will be no final exam.

Teaching methodology: Classes will normally begin with a short "ice-breaker" debate on a journalistic issue relevant to our course. Following this, some short reminders and reflections from the previous session will be outlined in class. From there an introduction to the key theoretical aspects of the class and a glossary of the readings set for the session will be discussed pro-actively. After this, those students charged with an oral presentation will be encouraged to offer their work and to face a Q&A session afterwards. Based on their reflections the instructors will then further develop the key ideas in class through case studies, international comparisons or the main corrents in academia regarding the subject at hand. In some sessions, a short reading test may be set and an additional pair of classes will be set aside for tutorials. These personalized sessions are key to the successful design of a course paper.

Assessment criteria: Course grading has four main elements:

- **Course paper (40%).** Students will be expected to present a 2000-word paper on a subject relevant to the course. This paper should be previously authorized by the course instructor and at least one tutorial session is mandatory to discuss the progress of the work at hand. This is to be handed in at the end of the trimester.
- **Presentation (20%).** Students must offer an in-class oral presentation on the subject of the day. They may work in pairs. The presentation should last approx. 20 minutes. Students will be graded on their preparation (5%), their presentation (10%) and the defence of their presentation when facing questions from peers and instructors. (5%)
- **Reading Tests (2 x 10%)**. Students will be set an in-class short reading tests on two key texts of the course.
- **Preparation, participation and attendance (20%).** Given the nature of the course material, students will be expected to fully engage in class debates, to have previously read the necessary materials, to ask questions during presentations, to bring relevant

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ideas and news stories to class, etc. This part of the grade will be closely monitored by the class instructors.

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

Weekly schedule:

WEEK 1 (one session only - 27 Sept)
Instructor and student presentations. Course description. Syllabus, assessment and rules of the game. Presentation of first introductory readings:

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.

Tim Wu. 2016. "The Third Screen". In *The Attention Merchants*. *The Epic Scramble to get inside our heads.* (New York: Knopf). Pp. 181-190

WEEK 2

Definition, evolution and milestones of online journalism (1994 to present)

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

Tim Wu. 2016. "The Kingdom of Content: This is how you do it". In *The Attention Merchants*. *The Epic Scramble to get inside our heads.* (New York: Knopf). Pp. 255-266

Mireia Fernandez-Ardevol & Ramon Ribera-Fumaz The Network Society Today. In American Behavioural Scientist. Vol. 67. No. 7 (2022)

WEEK 3

Online journalism tools. Formal characteristics of digital language applied to online journalism: Hypertext, multimedia, interactivity and others. Journalism design on the Internet. Description of the main trends and application of graphic design in online media.

Readings and class discussion:

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

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

WEEK 4

Reading Test 1. (16 October)

Quality projects in online journalism. Slow Journalism. Long Form Journalism. 10 years since the "Snowball effect".

Readings and class discussion:

Megan Le Mesurier (2020) Slow Journalism. (Routledge)

Megan Le Mesurier (2014) What is Slow Journalism? *Journalism Practice* 9 (2): 1-15

Christopher Tulloch & Xavier Ramon (2017). Take Five: How Sports Illustrated and L'Equipe redefine the Long Form Sports Journalism genre. *Digital Journalism* 5 (5), 652-672.

WEEK 5

Final Paper individual tutorials (Suarez - 23 October)

Final Paper individual tutorials (Tulloch – 25 October)

WEEK 6

New media communication strategies. Fast media consumption. Podcast vs. Radio. Tv vs. Platforms.

Reading and class discussion:

Nhedzi, A. (2019). The media of Consumption and the Consumption of time: How a consumer in fast-paced economy use traditional and new media tools. Observatorio, 13(2), 15-47.

Media consumption across platforms: Identifying user-defined repertoires
Harsh Taneja, James G. Webster, Edward C. Malthouse, and Thomas B. Ksiazek New Media & Society 2012 14:6, 951-968.

Novăceanu, M. R. (2020). From the traditional radio to podcast or to the à la carte. *World journal of research and review*, *11*(1).

Doyle, G. (2010). From television to multi-platform: Less from more or more for less?. *Convergence*, *16*(4), 431-449.

WEEK 7
Ethical issues and online journalism. Transparency, accountability, fact-checking projects, the fake news and disinformation debate, clickbait.

Tim Wu. 2016. "The Rise of Clickbait". In *The Attention Merchants*. *The Epic Scramble to get inside our heads.* (New York: Knopf). Pp. 276-288
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.
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.
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 8

Online Journalism and Social Networks. Managing content in the social networks. Mobile Journalism (MoJo).

Reading Test 2 (13 November)

Readings and class discussion:

Tim WU. 2016. "The Fourth Screen". In *The Attention Merchants. The Epic Scramble to get inside our heads.* (New York: Knopf). Pp. 308-317

Guide to Mobile Journalism:

https://institute.aljazeera.net/sites/default/files/2018/mobile%20journalisn%20english.pdf?title=Mobile%20Journalism

Hermida, A. (2012). Social journalism: Exploring how social media is shaping journalism. *The handbook of global online journalism*, *12*, 309-328.

Fu, J. S. (2016). Leveraging social network analysis for research on journalism in the information age. *Journal of Communication*, *66*(2), 299-313.

WEEK 9

Business models of online journalism. A description and analysis of the main business models and their adoption by media companies

Readings 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 10

The Future(s) of Online Journalism. Gaming and Online Journalism. Artificial Intelligence and Online Journalism.

Summary of the course

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Guide to presenting final papers
Readings and class discussion:

Bob FRANKLIN (ed.) 2016. The Future of Journalism: In an Age of Digital Media and Economic
Uncertainty (Routledge). Selected chapters.

Moran, R. E., & Shaikh, S. J. (2022). Robots in the news and newsrooms: Unpacking meta-
journalistic discourse on the use of artificial intelligence in journalism. *Digital
journalism*, *10*(10), 1756-1774.

Last revision: September 2023.

Required readings:

Course reading pack prepared by professor and some 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.

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

FRANKLIN, B. (ed.) (2016). The Future of Journalism: In an Age of Digital media and Economic Uncertainty. London: Routledge.

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/

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.

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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.

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.

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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.