

MJS-2220: BROADCAST AND MULTIMEDIA JOURNALISM

Cuyahoga Community College

Viewing: MJS-2220 : Broadcast and Multimedia Journalism

Board of Trustees:

June 2017

Academic Term:

Fall 2019

Subject Code

MJS - Media and Journalism Studies

Course Number:

2220

Title:

Broadcast and Multimedia Journalism

Catalog Description:

An introduction to digital multimedia journalism: news search, preparation, outline writing, and short form video production - for television and Internet. Fundamentals of what makes a short story and how to tell it using digital photo, video, audio, and graphics. An overview of interviewing techniques for video news clips and short segments. Study of broadcasting, webcasting, mobile and social media journalism.

Credit Hour(s):

3

Lecture Hour(s):

3

Requisites

Prerequisite and Corequisite

MJS-1010 Principles of Media and Communications.

Outcomes

Course Outcome(s):

Produce short form video segments using journalistic approach.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Examine basic cinematographic techniques and digital video technology.
2. Outline the story and prepare audio-visual script for the news segment.
3. Identify the proper audio/video technology and techniques for multimedia journalists;
4. Develop proper interviewing skills for video production;
5. Develop proper field work techniques.
6. Explain broadcast, webcast, and multimedia concepts and history.

Course Outcome(s):

Conduct an interview with one or multiple-on camera figures.

Essential Learning Outcome Mapping:

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

1. Identify the proper audio/video technology and techniques for multimedia journalists;
2. Develop proper interviewing skills for video production;
3. Develop proper field work techniques.

Course Outcome(s):

Edit and deliver video clips for a variety of news or documentary programs.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Identify the proper audio/video technology and techniques for multimedia journalists;
2. Explain broadcast, webcast, and multimedia concepts and history.

Course Outcome(s):

Discuss laws, rules, and ethics of modern multimedia journalism.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Search, analyze, and find news stories for various platforms.
2. Discuss FCC rules and regulations that cover news reporting.
3. Explain broadcast, webcast, and multimedia concepts and history.

Course Outcome(s):

Research, find, and outline current and archived real-life stories for news or documentary programs.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Information Literacy: Acquire, evaluate, and use information from credible sources in order to meet information needs for a specific research purpose.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Objective(s):

1. Search, analyze, and find news stories for various platforms.
2. Examine basic cinematographic techniques and digital video technology.
3. Outline the story and prepare audio-visual script for the news segment.
4. Discuss concepts of contemporary multimedia journalims.
5. Research photographic practices in the context of multimedia.

Methods of Evaluation:

1. Exercises in research and writing for multimedia production;
2. Practical projects in audio/video production and editing;
3. Group project in multimedia producing;
4. Individual project in multimedia producing;
5. Quiz tests related to multimedia technology and journalism.

Course Content Outline:

1. Overview of Multimedia
 - a. Historical platforms/concepts
 - b. Current platforms/concepts
2. Story Research

- a. Basic story research techniques and methods
- b. Finding and using media assets for free (legally)
- 3. Newsgathering Techniques: an overview of various approaches to 21st century journalism;
 - a. Finding the story via multiple sources
 - b. Finding the story via social media and stringers
- 4. Outlining the Story
 - a. Writing techniques for journalists
 - b. Writing “for the ear”
- 5. The Basics of Multimedia Producing
 - a. Modern-day concepts of content development
 - b. Combining a cinematic and journalistic approach
 - c. Still photography in the multimedia journalism context
 - d. Blogs in the multimedia journalism context
 - e. Social media in the multimedia journalism context
- 6. Video Production for Web:
 - a. Digital audio/video technology for Internet (webcasting) platforms
 - b. Cinematographic techniques
 - i. Composition
 - ii. Action
 - iii. Camera movement
 - iv. Lighting
 - v. Lens choices
- 7. Interviewing Techniques:
 - a. Basics of proper interview handling
 - b. Recording
 - i. Clean/strong dialogue
 - ii. Ambient audio in the field
- 8. Introduction to Video and Audio Editing
 - a. Non-linear application for video production
 - b. Audio and sound design
 - c. Edit for storytelling
 - i. Rhythme
 - ii. Pacing
- 9. Webcasting
 - a. Podcasts and storytelling through audio
 - b. Exporting and uploading video content to Internet platforms
- 10. Multimedia Ethics and Legalities
 - a. Rules and laws
 - b. Copyrights for multimedia producers

Resources

Wenger, D.H. (2014) *Advancing the Story: Broadcast Journalism in a Multimedia World*, New York, NY: CQ Press.

Pearl, M. (2016) *The Solo Video Journalist: Doing It All and Doing It Well in TV Multimedia Journalism*, NY: Focal Press.

Lancaster, K. (2012-09-16 00:00:00) *Video Journalism for the Web: A Practical Introduction to Documentary Storytelling*,

Resources Other

In addition to textbooks and printed manuals, the students will use various (free) online educational video-manuals and clips - as selected by course instructor.

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