Course:	**Digital Journalism**
Instructor:	**Shahjehan Saleem**

"Ratings don't last. Good journalism does." – Dan Rather

Course Description:

This course has been built with the concept of inculcating journalistic knowledge and practices to prospective, beginner, early-career, or mid-tier journalists and digital content creators. It offers a hands-on approach to understanding the mechanisms of news media and the realm of digital newsgathering that shapes our local and global opinions. Through this course, students will learn to read, write, and edit journalistic content with a stronger ethical skillset along with building a proficiency in the digital journalism realm.

Course Objectives:

This course examines the realm of digital journalistic content and cultivates critical thinking, while analysing major journalistic issues featured in the digital world. The course also helps develop writing skills, which are tailored for a digital audience in an ever-converging mediascape.

Learning Outcomes:

LO1: Understand digital journalism as a discourse
LO2: Develop a journalistic skillset for a digital audience
LO3: Examine relevant global and local issues discussed in the digital realm

Required Readings:

All required readings will be provided in a digital course-pack on a Google Drive Link. There is mandatory reading for each session labelled in the said folder. Each enrolled student is encouraged to read it and discuss it during class hours.

Course Evaluation Criteria:

- o **Reading Material: 40%** o
  Class Participation: 40% o
  Final Submission: 20%
- **Course Outline:**

Week	Session(s)

1	**Class 1:** **Introduction to Digital Journalism** Basics of journalism. Evolution towards digital mediums. Current trends in digital journalism. **Class 2:** **The Know-How of Digital Journalism** Introduction to digital publishing platforms. Analysis of digital content. Dos and Don'ts of journalistic ethics.
2	**Class 3:** **Digital News Reporting** Understanding dos and don'ts of digital news reporting. **Class 4:** **Data-Gathering Methods for Digital Journalism** Identifying sources. Investigating gatekeepers and lack of access. Understanding data visualisation
3	**Class 5:** **Digital News Reporting for social media** What counts as news and what counts as fluff? Understanding how to structure news stories for social media platforms **Class 6:** **Viral VS Responsible Social Media Journalism –The Tenuous Line** Where is the line drawn? Is all viral news, good news?
4	**Class 7:** **Digital Journalism Ethics – The Global Debate** Case studies that shook the world – what should a journalist be doing? **Class 8:** **Digital Journalism Ethics – The Local Lens** Do Pakistani journalists follow an ethics protocol – should they?
5	**Class 9:** **Introduction to Hub, Hygiene and Hero Content in Journalism** Where do journalism and (HHH) content coalesce? **Class 10:** **Writing Methods of Hub, Hygiene and Hero Content in Journalism** Understanding the writing differences of all 3– multimedia and writing
6	**Class 11:** **Multimedia Toolkit** Understanding multimedia tools available to a digital journalist **Class 12:** **Final Submission of multimedia package or written article/story** Final feedback/submissions