



About



About the course

This course will help you be comfortable with the human and technological challenges of working in a multimedia news and information environment. A significant aspect of this work includes recognition of the diverse needs of your audience and providing obvious support for the voices of traditionally disenfranchised groups to be heard.

We will work throughout the semester to help you master advanced skills in information gathering, analysis and publication. You will also develop

Search Site

Search for:

Fall 2016 Syllabus

Online Media
Reporting & Production
JOUR 645
Course number: 26332
Class Meetings:
2:30 - 3:45 pm
Tuesday and Thursday
202 Stauffer-Flint Hall

Recent Posts

[Topic Talk](#)

Categories

[Class Discussions](#)

Archives

[March 2016](#)

strategies for efficient management of time, production of content and response to consumer analytics measuring response to social media promotion and search engine optimization.

We will also actively explore options for innovation in media publication and utilize these opportunities to their fullest potential.

A significant component of course work will be your timely production of content for public consumption. For this purpose we have available a new online magazine, www.kuvoices.com. Other innovative communication strategies we design may complement or replace this web environment.

Content teams will generate story ideas, report, edit, design and publish original materials for this multimedia digital publication.

Your learning objectives include:

- Understanding how the digital first publication cycle benefits journalists and how the flexibility of online platforms allows greater creativity for effective storytelling.
- Developing a personal and professional appreciation of the importance of the media in our society, particularly with regards to social justice issues, community inclusiveness and political awareness.
- Solidifying your professional standards through the application of ethical decision making and effective use of legal procedures for acquisition of data and information from available sources.
- Expanding your capability to produce effective verbal and visual communications as demonstrated by publication of creative content packages using appropriate media formats.
- Effectively developing stories from publicly accessible data sources.

After completion of this course you will be able to:

- Demonstrate the conceptual and technical skills necessary to produce individual and team communication projects.
- Apply the principles and techniques of effective online reporting, video package development and web prevention to support the information needs of a defined audience.
- Be knowledgeable about current trends and future media challenges and respond to these situations as growth opportunities for your career in the emerging media.
- Present a professional quality of personal work sufficient for sharing with potential employers.

Students in the course will develop and implement changes in existing media work, or develop new communication methods, technologies or companies that will lead to more effective, efficient or economically successful use of information in our society.

Login

Username

Password

Remember Me

Login →

[Lost Password](#)

About the Instructor

Mike Williams
associate professor

Office:
2064 Dole HDC

Office Hours:
10 a.m. - noon
Monday and Wednesday

Phones:
785.864.7638 office
410.818.4227 cell

Email:
mikewms@ku.edu

