

## COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
KOM5028	C	6	2012.06.20	2014.06.20	

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	Graduate
Semester the course is delivered	Autumn
Study form (face-to-face or distant)	Distant

### Course title in Lithuanian

**Tiriamasis projektas nr. 2 (prie kurso „Kūrybinis rašymas internete“)**

### Course title in English

**Research Project in Creative Online Writing**

### Short course annotation in Lithuanian (up to 500 characters)

Šis tiriamasis (kūrybinio darbo) projektas, atliekamas antrųjų studijų metų rudens semestre ir yra susietas su tuo pačiu metu klausomu „Kūrybinio rašymo internete“ kursu. Projekto paskirtis – išmokyti studentus praktiškai taikyti efektyvios daugi modalinės komunikacijos principus ir dėsnius internete, kuriant realius inovatyvius bei kūrybiškus internetinės žiniasklaidos projektus. Dirbdami grupėse studentai pirmiausia išmoksta panaudoti „Kūrybinio rašymo internete“ kurso metu įgytas žinias, stebi ir kritiškai analizuoja įvairius interneto (žiniasklaidos) projektus, savarankiškai įvertina poreikį, formuluoja idėjas, užduotis bei pasiūlo koncepciją naujiems, originaliems interneto projektams, juos plėtoja, naudoja ir taiko įvairias metodikas ir daugi modalinės komunikacijos priemones, diskutuoja, argumentuotai reiškia savo nuomonę, mąsto kūrybiškai, sprendžia iškilusias problemas, raštu ir žodžiu pristato savo idėjas.

### Short course annotation in English (up to 500 characters)

This Research Project is undertaken in the second semester of the studies and is designed as a practical exercise for the “Creative Online Writing” course. It focuses on the implementation of a wide spectrum of creative writing strategies applied online by combining training of traditional reporting and writing skills with the best of online journalism. Students learn the specifics of media convergence and test these ideas in practice by developing multimodal online (media) projects.

### Prerequisites for entering the course

This course must be undertaken together with the course “Creative Online Writing”.

### Course aim

After completing this course students will be able to initiate and coordinate their own online (media) projects by integrating and combining multimodal forms of communication, creative writing strategies and principles of media aesthetics as well as to analyze and discuss issues related to the Internet media projects' development.

### Links between study program outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
To apply techniques and methods of gathering, selecting, evaluating, writing and editing news, while using different types and sources of information, given the media users and different channels.	Initiate and coordinate real online media projects ( <a href="http://www.m2data.wordpress.com">www.m2data.wordpress.com</a> , <a href="http://www.ViDUje.lt">www.ViDUje.lt</a> , <a href="http://www.KaunasKitaip.lt">www.KaunasKitaip.lt</a> , <a href="http://www.StudyKaunas.eu">www.StudyKaunas.eu</a> , etc.).	Students develop an idea for a multimodal media project and start it online.
		Students coordinate the online media project by developing its design, outline, structure, creating, editing and publishing journalistic content, adding interactive features, etc.
		Students create and organize an online PR and marketing campaign to promote their online media project, using social media channels („Facebook“, „Twitter“, Youtube“, etc.) and interactive features (comments, polls, banner-

		adds, slideshows, etc.).
	Integrate and combine multimodal forms of communication and media aesthetics in different online media projects.	<p>Students create and publish online stories that correspond to the principles of Internet rhetoric, cross-media reporting and multimodal communication.</p> <p>Students show their skills of creative online writing by finding interesting themes and angles for their stories, adding additional interactive features, contextualizing and hypertextualizing online articles, etc.</p>

#### Link between course outcomes and content

Course outcomes	Content (topics)
Initiate and coordinate real online media projects ( <a href="http://www.m2data.wordpress.com">www.m2data.wordpress.com</a> , <a href="http://www.ViDUje.lt">www.ViDUje.lt</a> , <a href="http://www.KaunasKitaip.lt">www.KaunasKitaip.lt</a> , <a href="http://www.StudyKaunas.eu">www.StudyKaunas.eu</a> , etc.).	1. Developing the idea for an online project: deciding on the theme, title, concept and mission, contents, target group(s), planning editorial work and dividing roles.
	2. Creating the blog on <i>WordPress.com</i> (for example, <a href="http://www.m2data.wordpress.com">www.m2data.wordpress.com</a> , etc.).
	3. Poster workshop: presenting best practices and examples of different online media projects, critically assessing the strengths and weaknesses of the cases selected, suggesting ideas, solutions, etc.
Integrate and combine multimodal forms of communication and media aesthetics in different online media projects.	4. Developing the design, outline, and structure, adding interactive features to the online project.
	5. Creating, editing and publishing of the online stories.
	6. Drafting and implementing marketing and PR concept for the online project using social media features ("Facebook", "Youtube", etc.).
	7. Finalizing the online project, writing feedback, peer-reviewing online stories.

#### Study (teaching and learning) methods

Consultations; group work (development of online media projects); individual practical creative writing assignments; interactive group and individual work using new (social) media channels and tools.

#### Methods of learning achievement assessment

Developing the idea for an online project: deciding on the theme, title, concept and mission, contents, target group(s), planning editorial work and dividing roles; creating the blog on *WordPress.com* ([www.m2data.wordpress.com](http://www.m2data.wordpress.com), etc.), developing the design, outline, structure, adding interactive features, etc.; creating, editing and publishing of the online stories; drafting and implementing marketing and PR concept for the online project using social media features ("Facebook", "Youtube", etc.); finalizing the online project, writing feedback, peer-reviewing online stories, etc.

#### Distribution of workload for students (contact and independent work hours)

Consultations and group discussions – 30 hours, group work – 80 hours; individual written assignments – 50 hours.  
Total: 160 hours.

#### Structure of cumulative score and value of its constituent parts

Presentation of the group work, discussions and participation in consultations – 20 %, individual written assignments (online stories) – 30 %, final group project – 50 % of the final grade.

#### Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University	Self-study	Other

				library	rooms	libraries
<b>Basic materials</b>						
1.	2012	Olsson, T., Dahlgren, P. (eds.) <i>Young People, ICTs, and Democracy</i> .	Nordicom	1	2	-
2.	2011	Trappel, J., Meier, W., D'Haenens, L., Steemers, J. and Thomass, B. (eds.). <i>Media in Europe Today</i> .	Intellect	1	3	-
3.	2009	Coleman, S., Blumler, J. G. <i>The Internet and Democratic Citizenship. Theory, Practice and Policy</i> .	Cambridge University Press	1	2	-
4.	2008	enkins H. <i>Convergence Culture: Where Old and New Media Collide</i>	New York University Press	1	3	-
5.	2006	Engelbrechtsen M. <i>Writing for the Web: An Introduction to Online Journalism</i>	VMU Press	15	30	10
6.	2006	Howard, P. <i>New Media Campaigns and the Managed Citizeness</i> .	Cambridge University Press	2	2	-
7.	2009	Papacharissi Z. (ed.) <i>Journalism &amp; Citizenship (New Agendas in Communication)</i>	Routledge	1	2	-
8.	2009	Fenton N. (ed.) <i>New Media, Old News: Journalism and Democracy in the Digital Age</i>	Sage Publications	1	2	-
<b>Supplementary materials</b>						
9.	2005	Quinn, S. <i>Convergent Journalism: the Fundamentals of Multimedia Reporting</i>	Peter Lang Publishing			
10.	2004	Boczkowski, P. <i>Digitizing the News: Innovation in Online Newspapers</i> .	The MIT Press			
11.	2005	Bruns A. <i>Gatewatching: Collaborative News Production</i> ,.	Peter Lang Publishing			
12.	2009	Davies, T., Gangadharan, S. P. (eds.). <i>Online Deliberation: Design, Research, and Practice</i> .	CSLI Publications			

**Course program designed by**

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