

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
KOM5043	C	6	2020/2021	2022/2023

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	Post-graduate
Semester the course is delivered	Autumn Semester
Face-to-face, distance or blended studies	Mixed mode (blended studies: lecture and workshop sessions combined with distance learning and self-study options)

Course title in Lithuanian

Naujienų ir turinio kūrimo strategijos

Course title in English

News and Content Production Strategies

Short course annotation in Lithuanian (up to 500 characters)

Šio kurso tikslas – apibrėžti “naujienos” esmę įvairiuose kontekstuose ir analizuoti, kaip šis konceptas siejamas ir/arba apibrėžiamas santykiu su terminu “turinys”. Išsamiai aptarus šias sąvokas toliau yra analizuojama ir praktiškai mokomasi kurti naujienas skirtingoms medių terpėms ir skirtingoms auditorijoms. Šis studijų dalykas yra pritaikytas ir turinties žurnalistinio darbo patirties, ir mažiau profesinėje aplinkoje patyrusiems studentams.

Short course annotation in English (up to 500 characters)

The purpose of this course is to first define the concept of “news” in all its variations and permutations and how it relates to/is defined by the term “content.” Once these concepts are fully explored, then the aim is to understand how best to present this content depending on the everchanging factors of medium, audience, and location. This course is designed for students who have only little experience in journalism, but also to those who have been working in field.

Prerequisites for entering the course

Bachelor diploma, English language B2 level.

Course aim

We will look at the history of news production and dissemination from the earliest days up through mass media and eventually into the Internet and social media. Additionally, we will break down the kinds of news stories presented, what cultural weight and importance they were given and how they were framed in terms of presentation, culminating in an analyses of various news programs. This will tie-in with a look at narrative theory and framing techniques to understand the advantages and limitations of different forms of media. In such a way, the appropriate form will be found for the function. As well, discussions of technology used for information delivery will be an important part of the course, including discussions of media manipulations and logical fallacies created through said technologies.

Links among study programme outcomes, course outcomes, content, study and assessment methods

Program outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods
1. Conceptual and theoretical knowledge and competences: 1.1. To explore and analyze developmental trends identified within contemporary journalism and emerging media ecosystems; to review those in a broader transnational and political, economic, socio-cultural and	Students gain historical knowledge of how and why news agencies were set up, who they were set up for and who benefits from the information provided. Theories of Colonialism and expansion will factor into the discussion.	Concept note: Once students understand for whom news services work and how and why they operate, we will then undertake to see if and/or how the rise of social media has changed that model. Further, once the general purpose of news is understood, then the focus will	Lectures, independent research and analysis, group discussions.	News and essay writing, participation in discussions

historical perspective.		shift to a critical understanding of how to achieve these desired outcomes. Students will look at narrative theory, framework theory, visual rhetoric, and discuss manipulative techniques in news content.		
2. Analytical and research-based competences: 2.3. To critically reflect on the research process and outcomes; to draw research-based conclusions and decisions.	Students gain insight into how social media operates under the lens of McLuhan's work.			
3. Professional competences and skills: 3.2. 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.	Students will recognize and understand how the term "journalism" has changed in public perception as we look at the various forms of the medium.			
4. Social skills: 4.1. To apply effective communication skills in both, professional and personal areas.	Students gain understanding of narrative structures and theories, including Levi-Strauss and Barthes (amongst others)			
5. Personal skills: 5.2. To apply creative writing, storytelling, innovative thinking, project management, team-building and life-long learning skills.	Students gain an appreciation for visual usage and manipulation in news content.			

Criteria of learning achievement evaluation

Analytical and critical thinking, problem solving, examination of current events through the lens of class discussion, in-class participation

Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online studies
Lectures	15	15
Seminars	15	0
Laboratory work	0	0
Practical assignments	0	15
Consultations	0	10
Individual work	0	90
Contact work hours in total	160	

Structure of cumulative score and value of its constituent parts

Final Grade (FG, 100%) = HW1-5 (5x10%) + E (Project, 25% + Test, 25%)

Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
Basic materials			
1.	2005	Kierstead, Phillip O. <i>Computers in Broadcast and Cable Newsrooms: Using Technology in Television News Production</i>	Journal articles and electronic books, publications are accessible through online data base services (Sage, Taylor & Francis, Cambridge online, etc.) subscribed by the Vytautas Magnus University libraries; books and book chapters or specified materials (research studies and project reports) identified in the readings list are available in VMU library and reading rooms, and in the Department's teachers offices.
2.	2007	Broderick, James F. and Darren W. Miller <i>Consider the Source A Critical Guide to the 100 Most Prominent News and Information Sites on the Web</i>	
3.	2015	Diamond, Stephanie and Paul Clifford <i>Content Marketing Strategies for Dummies</i>	
4.	2017	Smith, Simon <i>Discussing the News-The Uneasy Alliance of Participatory Journalists and the Critical Public</i>	
5.	2015	Gutsche jr., Robert E <i>Media Control-News as an Institution of Power and Social Control</i>	
6.	2012	Medoff, Norman and Edward J. Fink <i>Portable Video. News and Field Production (6th Edition)</i>	
7.	2015	Gunter, Barrie <i>The Cognitive Impact of Television News Production Attributes and Information Reception</i>	
8.	2017	Dice, Mark <i>the True Story of Fake News-How Mainstream Media Manipulates Millions</i>	
9.	1967	Mcluhan, Marshall <i>The Medium is the Message</i>	
10.	1972	Berger, John <i>Ways of Seeing</i>	
11.	2004	Hill, Charles A. and Marguerite Helmers <i>Defining Visual Rhetoric</i>	
Supplementary materials			
12.	2018	20 Ways to Generate Article Ideas in 20 Minutes or Less - WritersDigest.com	
13.	2020	Hubspot Editors <i>How to Develop a Content Strategy</i>	
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