

## C&J 475

3 credit hours

# MULTIMEDIA JOURNALISM

## DESCRIPTION

Formerly known as “Advanced Reporting,” there is a new emphasis on multimedia reporting in this class, which is the capstone for the print journalism concentration. Students will be involved in the creation and maintenance of a news site that will be the online ’zine for the department and that will be based on the prototype “C&J Online News.” The focus is on the understanding of software, reporting techniques, and multimedia platforms to produce news information in all forms.

## MISSION

Learn how to dovetail students’ journalistic practices and skills to the digital world of the 21st century where every news media organization is an active Web publisher.

## OBJECTIVES

- *Use the tools of technology* to create and maintain an online news site.
- Continue building awareness and understanding of the *First Amendment* and the importance of *freedom of expression* in the media in an open and free society.
- Carry over professional writing standards in *truth, accuracy and fairness* into online publishing.
- Learn to complement the ability to *write and edit clearly and accurately* by also embracing other reporting resources such as digital photography, podcasting, blogging, Web design and videography.
- Exercise *creative and analytical thinking* and evaluation skills in topic/story selection, information-gathering, content development, writing and editing.
- Reach a greater *diversity* of *audiences* through electronic media.