

McDaniel College Budapest

ENG 3307 – New Media Writing

Professors: Zoltán Szűts PhD

Contact information

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Availability

Professor Szűts is available shortly before and after class, and any time by e-mail.

Course Description

This course, intended for American and international students both, takes a wide, careful, semester-long look on theory and practice of new media. It examines the new paradigm of hypertextuality, multimedia and interactivity. It considers as well the nature of new media, the secondary literacy. During lectures, students will write a blog, make podcasts, upload videos and use Social Networking Sites.

Course objectives

- Familiarize students with the theory of new media
- Familiarize students with Web 2.0 basics
- Consider the major differences between new and “old” media
- Examine new media examples such as blogs, podcasts, wikis, etc.
- View the consequences of being digital
- Consider the question of printed newspapers and traditional linear television

Learning outcomes

- Students will gain an understanding of social media theory
- Students will gain knowledge of major new media trends
- Students will improve writing, video and audio podcast skills

Required texts & materials

- Literature detailed stated in schedule
- Digital handouts during the semester
- Films and audio-visual materials made available during the semester

Assignments & grading

Grading system -- 100 points total

discussion sessions during classes worth 25 points
mid-term exam – a blog entry worth 10 points
final-term exam – a blog entry worth 15 points
a term paper worth 15 points
class participation 15 points
other assignments worth 20 points

Standard scale: 100+ A+
93-100 A
90-92 A-
88-89 B+
83-87 B
80-82 B-
78-79 C+
73-78 C
70-72 C-
68-69 D+
63-67 D
60-62 D-
< 60 F

Term Paper: A research paper
2,500-3,500 words.

Your term paper should be on a new media phenomenon previously discussed with the professor. *No Wikipedia pages.*

Honor Code

You are expected without question to adhere completely to the McDaniel College academic honor code. Any violation will result in a zero for the given assignment and other possible sanctions.

Course Policies

Informed, critical exchange of ideas forms the core of the McDaniel College learning experience. It should occur in every classroom. This is why in-class participation determines part of your grade. You are expected to share ideas during discussions; you are wholeheartedly encouraged to ask questions when you do not understand something; you will have chances to speak one-on-one with your fellow students as well as to speak before the entire class.

Creation of a proper classroom environment requires above all else respect for fellow students. We all ask that you don't be late; that you don't browse the Internet or otherwise distract others during class; that you turn off your cell phone and that you do not check for messages during class; that you don't pack up with five minutes left. Likewise, you can expect us to end class on time, to engage you in discussion and debate (that is, not to do all of the talking), and to be respectful of all points of view.

Participation implies attendance; absences will be noted and will adversely affect your final participation grade. In addition, in accordance with McDaniel Budapest's attendance policy, there will be an automatic deduction of one letter grade for every unexcused absence following your third unexcused absence.

Due to the nature of the class, laptops and smart devices allowed to be used during class.

Semester schedule/topics covered

Class	Assignments due today:	Topic	Internet related tasks	Readings due by today:
1.		Introduction, Internet, Web 2.0, Digital culture		
2.		New Media Art and journalism		<u>Zoltán Szűts - Jinil Yoo Interactivity and Reception. The Question of Hypermedial, Geo-spatial and Augmented Literature.</u>
3.	3 ideas for a project	Hypertext, hypermedia, interactivity and new media		<u>Lev Manovich, The Language of New Media, MIT Press, 2001. I. Chapter</u>
4.		Multimedia storytelling and social media in journalism Course networking tools	Set up or revise blog, Facebook and Twitter accounts <u>blogger</u> , <u>del.icio.us</u> , <u>flickr</u>	<u>The Work of Art in the Age of Mechanical Reproduction</u>
5.		Linear and nonlinear story structure. Conceptualizing a multimedia package. Blogs as an ongoing conversation. Blog writing style.	Set up or revise Pinterest and Instagram	Old news: <u>Essentials of a multimedia journalism package</u> (http://mindymcadams.com/tojou/2008/essentials-of-a-multimedia-journalism-package/)
6.		Research topic: Budapest as a cultural capital	Getting around Google Drive	Marshall McLuhan, Understanding Media: The Extensions of Man, Chapter 1-2
7.	Writing an Autobiography in a multimedia format		Getting around Google Drive	
8.	Write a post in 500 characters	New media tools		<u>http://onlinejournalismblog.com/2015/</u>

				07/01/dashboards-and-journalism-why-we-need-to-do-better/ http://www.hirmatrix.hu/
9.		Telling stories with text. Fine tuning your writing: leads, transitions, endings, anecdotes, story structure. Using links correctly. Discussing the posts	Blogging	Mike Ward, Journalism Online, Chapters 4 and 5.
10.	Write a post in 500 characters	Basics of new media	Blogging	Mark Briggs Journalism 2.0 How to Strive, Chapters 4 and 6.
11.		Basics of new media Discussing the posts	Blogging	<u>B</u> Is for Brevity; <u>A</u> is for <u>Adaptability</u>; <u>S</u> is for <u>Scannability</u>; <u>I</u> is for <u>Interactivity</u>; C is for Community and Conversation (Part 1 and Part 2))
12.		Directions of digital journalism		<u>Digital Journalism: How Good Is It?</u>
13.		Should I pay or should I go? Paywalls.	Reviewing the most popular pages	<u>Digital Journalism: The Next Generation</u>
14.	Midterm			
15.	Evaluation			
16.	Take 50 pictures of buildings in Budapest	Telling stories with photos. Basics of photo composition. Editing photos with Photoshop (or alternatives). Creating text graphics and title screens.	Upload the pictures to Google Drive	Briggs, Chapter 11;

17.	Take 50 pictures of typical street view Budapest		Upload the pictures to Google Drive	
18.			Content Resources: Free music samples on Amazon ; find music and sound at Creative Commons ; Free stock photos (Morguefile)	Susan Gunelius, Blogging All-in-One. Book 1-2
19.				
20.		Telling stories with sound; capturing audio; editing audio; posting audio online.	Editing audio.	Briggs, Chapter 7;
21.	Visit at least one of the photo galleries on these sites and react to it on your blog: Washington Post Camera Works ; BaltimoreSun.com Multimedia ; MSNBC Multimedia ; The Best of Photojournalism 2008		Set up a Sound cloud account	Stephen Quinn and Stephen Lamble, Online Newsgathering Chapter 1-2.
22.		Planning and producing an effective multimedia slide show.	Finding alternatives to Soundslide. (Sound Peach maybe?)	
23.	Choose and introduce a report on new media from Pew Internet & American Life Project	Digital trends		Visual Storytelling with Google's MyMaps ; The programmer as journalist: a Q&A with Adrian Holovaty Multimedia design: Navigation Maps and Storyboards ;
24.		Telling stories with interactive maps and data.	Create a simple Google map.	
25.		Twitter in journalism		Laura Fitton, Michael E. Gruen, and Leslie Poston, Twitter

26.		Legal and Ethical issues		<u>What are the ethics of online journalism?</u>
27.	Study and present one of the following galleries: http://www.nytimes.com/packages/html/nyregion/1-in-8-million/index.html , http://fortepan.hu/?lang=en&img=2329	Working with pictures and memories	Learn to use Cube	
28.		Networking – Facebook in journalism		Sherry Kinkoph Gunter, Sams Teach Yourself Facebook, Chapter 6 and 10
29.		Useful IT tools: Prezi	Making a Prezi	
30.	Make a prezi on your work	Infographics	Making an infographic	
31.	Make an infographic about your interests as a journalist	Creative Commons		<u>Lawrence Lessig, Free Culture – Chapter 1-4</u>
32.	Final exam and grading			