

JOUR90004 Journalism Entrepreneurship in New Media

Credit Points:	12.5
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2015, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: 24 hours (6 hours x 4 days) Total Time Commitment: 170 hours
Prerequisites:	Must be enrolled in the Master of Journalism program.
Corequisites:	None
Recommended Background Knowledge:	Those students without industry experience are advised to complete JOUR90001 Researching and Writing Stories before attempting this unit
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
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Subject Overview:	<p>The unit will equip students for navigating their careers in a world of changing business models. . It also considers how journalists create a personal brand in a fracturing media landscape and how they develop an entrepreneurial spirit, which is both a mindset and a problem-solving skill set. The subject will focus on web based publication and small and medium sized journalism enterprises, and the particular skill combination needed to make a commercial success of online journalism outlets, including those serving niche audiences. Students will explore the ways in which social media, including blogs, Twitter, Facebook and FourSquare, are being used to both gather information for journalistic work, and to publicise that work and gather an audience around it. As well as engaging in practical exercises, students will also be introduced to theoretical understandings of the public space, and the ways in which these are being altered by social media. Key examples of journalistic use of social media will be examined. The unit will also examine the managing of money, audiences and people. in small to medium news media enterprises.</p>
Learning Outcomes:	<p>Students who successfully complete this subject should:</p> <ul style="list-style-type: none"> •demonstrate an advanced understanding of the managerial and business aspects of news production; •have a sound grasp of the principles related to managing money, audiences and people; •demonstrate skills and knowledge related to the exercise of entrepreneurship in journalism, including web based publication and social media. •demonstrate a high-level of written and oral communication skills and;

	<ul style="list-style-type: none"> •be equipped to develop new and innovative forms of journalism practice
Assessment:	Classroom paper of 1,000 words, due during semester (20%) A project consisting of text and multimedia elements (equivalent to 4,000 words), due at the end of semester (80%)
Prescribed Texts:	A compiled reader will be made available
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> • understand the fundamental principles for making critical and ethical judgments regarding professional journalism practice; • evaluate the dynamic processes of change operating in contemporary media and communication industries; • demonstrate skills in journalistic research, analysis and interpretation; • demonstrate skills in writing, reporting and communicating facts and ideas; • develop time management and planning skills through managing and organising workloads; • acquire cultural and ethical understanding through reflection, reading and practical experience of journalists' responsibilities; • demonstrate an understanding of how to market their own ideas and successfully pursue careers in an increasingly diversified and transforming industry environment.
Links to further information:	http://graduate.arts.unimelb.edu.au/mcp/master-of-journalism.html
Related Course(s):	Graduate Diploma in Journalism (Advanced)
Related Majors/Minors/Specialisations:	100 Point Master of Journalism 150 Point Master of Journalism 200 Point Master of Journalism