## Course Information

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Office Hour: Monday & Thursday 2-3 pm; Wednesday 3-5pm

***Teaching Assistant:***
Phone:
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***Classes:***
Lectures:  Monday & Thursday 10:30-12:20
Venue:  PHBS Building, Room 415

***Course Website:***
If any.

## 1. Course Description

### 1.1 Context

Course overview:

This Course aims to let the students understand the theories and practices relating to convergent journalism, exploring its production, distribution platforms, content formats, users and business models. The course draws materials from the latest research and observation from both the industry and the academic field, helping the students be aware of and keen on the latest developments in the media industries. The students will have to delve into case studies both from China and from the rest of the World, which allows them to gain a global perspective and to build up a comparative framework.

Prerequisites:

N/A

### 1.2 Textbooks and Reading Materials

   Journalism: New Challenges. Edited by: Karen Fowler-Watt and Stuart Allan, Published by: Centre for Journalism & Communication Research Bournemouth University, 2013.
   The Story So Far What We Know About the Business of Digital Journalism, a report by Bill Grueskin, Ava Seave, and Lucas Graves. Columbia Journalism School, 2011.
    Henry Jenkins, Convergence Culture, New York University Press, 2006.
   [丹]延森：《媒介融合：网络传播、大众传播 和人际传播的三重维度》，复旦大学出版社，2012.

尼克库尔德利：《媒介、社会与世界：社会理论与数字媒介实践》，复旦大学出版社，2014.
尼葛洛庞帝：《数字化生存》，海南出版社，1996.
融媒体生产实务手册,《新闻记者》2019年第3期

## 2. Learning Outcomes

### 2.1 Intended Learning Outcomes

| Learning Goals | Objectives | Assessment (YES with details or NO) |
|---|---|---|
| 1. Our graduates will be effective communicators. | 1.1. Our students will produce quality business and research-oriented documents. | **YES** |
| | 1.2. Students are able to professionally present their ideas and also logically explain and defend their argument. | **YES** |
| 2. Our graduates will be skilled in team work and leadership. | 2.1. Students will be able to lead and participate in group for projects, discussion, and presentation. | **YES** |
| | 2.2. Students will be able to apply leadership theories and related skills. | **YES** |
| 3. Our graduates will be trained in ethics. | 3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it. | **YES** |
| | 3.2. Our students will practice ethics in the duration of the program. | **YES** |
| 4. Our graduates will have a global perspective. | 4.1. Students will have an international exposure. | **YES** |
| 5. Our graduates will be skilled in problem-solving and critical thinking. | 5.1. Our students will have a good understanding of fundamental theories in their fields. | **YES** |
| | 5.2. Our students will be prepared to face problems in various business settings and find solutions. | **YES** |
| | 5.3. Our students will demonstrate competency in critical thinking. | **YES** |

### 2.2 Course specific objectives

After the course, the students will be able to

--Adopt the "big picture" to convergent journalism in terms of production, distribution platforms, content formats, users and business models. (Complex thinking and multiple perspective skills)

--Develop the ability to analyse a media product or news event. (Critical thinking)

### 2.3 Assessment/Grading Details

Full attendance is required. Everyone is expected to be fully prepared with the assigned readings, and actively participate in the class discussions. The assignments will help students to make incremental progress toward the course goal of completing a research thesis in media and communications. Specifically, the grading of this course can be broken down to the following:

Class attendance and participation                          10%
Presentation                                                30%
Essay                                                       60%

Presentation topics and essay questions will be released in the first few weeks of the course.

## *2.4 Academic Honesty and Plagiarism*

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

## 3. Topics, Teaching and Assessment Schedule

| Lecture | Time | Contents |
|---------|------|----------|
| 1 | | Introduction: what is convergence<br>Reading：胡泳，赛博格时代的传播图景 |
| 2 | | Producer: Transformation of Media Organisations |
| 3 | | Channels I: Social Media Platforms<br>Reading：The platform Society |
| 4 | | Channels II: News aggregator and Algorithms<br>Reading: Anderson, C W. (2012). 'Towards a sociology of computational and algorithmic journalism' |
| 5 | | Content I: Multimedia reporting<br>Class presentation: choose a media event and analyse its media coverage |
| 6 | | Content II: Multimedia reporting<br>Class presentation: choose a media event and analyse its media coverage |
| 7 | | Guest lecture |
| 8 | | Users: Prosumer and Community<br>Reading：convergence culture |
| 9 | | Business Model of Journalism |
| 10 | | Final project Discussion |

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|---|---|---|
| 11 | | New Technology: AI and journalism |
| 12 | | New Technology: AVMR |
| 13 | | New Technology: redefine media |
| 14 | | Challenges and ethics |
| 15 | | Guest lecture |
| 16 | | Conclusion |
| 17 | | Final Project Presentation |
| 18 | | Final Project Presentation |

## 4. Miscellaneous