

Number of ECTS credits : 3
Course language : English
Course leader : BURLAT Claire
Faculty : STAFFORD Clare

≡ COURSE DESCRIPTION

This session will give keys to the students in order to understand social media practices.

This session will be held in English.

≡ COURSE OBJECTIVES

To understand the core theoretical principles at play in the social media landscape.

To explore and master practical social media skills

Learning goals:

- Master and understand social media impact in the media ecosystem
- Design and manage production of content via social media
- Understand and use of media promotion tools

This course is aimed at students who have beginner application of social media tools for example but want to know more about social media uses and applications, and interactive production or storytelling techniques

≡ LEARNING GOALS

≡ TACKLED CONCEPTS

- The core terminology and theory of social media
- The 'old way' of communication
- The new media ecology
- Audiences and user-generated content
- Viral marketing and ROI
- Tips and tools for social media
- Blogging and microblogging
- Multimedia production
- Distribution of media in a social landscape

Considerations for the law, copyright and ethics of social media

≡ LEARNING METHODS

Lectures, workshops and discussions

Video and audio editing will not be covered. Smart phones are an advantage.

≡ ASSIGNMENTS

Social Media Practise

≡ BIBLIOGRAPHY

Bradshaw, P. and Rohumaa, L., 2011. *The online journalism handbook: skills to survive and thrive in the digital age*, Harlow; New York: Longman.

Bradshaw, P., 2007. A model for the 21st century newsroom: pt1 – the news diamond | Online Journalism Blog. *Online Journalism Blog*. Available at: <http://onlinejournalismblog.com/2007/09/17/a-model-for-the-21st-century-newsroom-pt1-the-news-diamond/> [Accessed July 15, 2010].

Knight, Megan and Cook, Clare, 2013. *Social Media for Journalists : Principles and Practice*. SAGE Edition.

≡ EVALUATION METHODS

40 % : Contrôle continu

60 % : Contrôle terminal

≡ SESSIONS

1

DAY 1

LECTURE : 06h00

Social media : definitions and consumption.

The new media ecology : theory.

Audiences and UGC.

2

DAY 2

LECTURE : 06h00

Social media production 1.

3

DAY 3

LECTURE : 06h00

Distribution and curation
