



APPLIES TO ACADEMIC YEAR 2012/2013

JOU 3616 Editorial Management

Programme

Bachelor in Media Management and Journalism (3. year)

Responsible for the course

Jo Bech-Karlsen

Department

Department of Communication - Culture and Languages

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

This course will give the students theoretical understanding and practical training in leading multimedial work in editorial staffs, as editor or subeditor.

Learning outcome

Acquired Knowledge

During the course students should:

- Develop an understanding of news priorities and publishing considerations, particularly relating to the choice of publishing platform.
- Learn quality assurance and coaching in the production process from planning and developing ideas for publication, user participation and evaluation.

Acquired Skills

After completed course, students will be able to:

- Contribute to managing the editorial production process.
- Contribute to the strategic considerations of priorities of issues and publishing platforms.
- Lead an editorial planning processes through meetings and follow-up.
- Account for the basic principles of solving and operational management from an editorial perspective.

Reflection

Students will reflect on ethical issues related to publishing and user interaction. They should also reflect on the leadership responsibility and relations with employees, especially in difficult situations.

Prerequisites

The course requires knowledge from previous courses in the programme.

Compulsory reading

Books:

Bech-Karlsen, Jo. 2008. Losing i mediehuset : filosofi, metoder og modeller til bruk i flermediale redaksjoner. IJ-forlaget. 103 sider
Hedemann, Ole. 2010. Idéutvikling i mediehuset. IJ-forlaget. 247 sider
Olsen, Ragnhild K.. 2012. Redaksjonell kvalitet : kvalitetssikring, evaluering og måling av journalistikk. IJ-forlaget. Kap. 1 - 6

Recommended reading

Course outline

- Editorial planning
- Development of ideas
- Strategies for publication
- Ethics on the news desk
- Multimedial coaching
- Evaluation

Computer-based tools

Learning process and workload

The course will be conducted with a combination of lectures, practical exercises, group work and counseling sessions.

Recommended use of hours for the students:

Activity	Hours
Participation in lectures	27
Counseling in groups	6
Preparations for lectures/reading literature	90
Groupwork and assignments	22
Project paper	35
Take-home exam	20
Anbefalt tidsbruk totalt	200

Use of hours

Lectures: 27 hours. Guidance in groups: 6 hours x 3. In total: 45 hours.

Examination

Final grade in the course will be based on following parts and weights:

Part 1 - Project, counts 60 percent of the grade

The project paper will be handed out at the beginning of the semester and shall be delivered at the end of the semester. The paper may be solved individually or in groups of up to 3 students.

Part 2 - 72 hour take-home exam. accounts for 40 percent of the grade

The exam will be held at the end of the semester and shall be resolved individually.

Both elements must be passed to obtain a final grade for the course.

Examination code(s)

JOU 36161 - Project paper, counts 60% of final grade in JOU 3616 Operational Editorial Management, 7.5 credits.

JOU 36162- Take-home exam, counts 40% of final grade in JOU 3616 Operational Editorial Management, 7.5 credits.

Examination support materials

All support materials are allowed.

Re-sit examination

This course will be lectured last time spring 2013, and re-sit examinations will be offered both in

Additional information