



APPLIES TO ACADEMIC YEAR 2014/2015

## JOU 3616 Editorial Management - RE-SIT EXAMINATION

### Programme

Re-sit examination

### Responsible for the course

Jo Bech-Karlsen

### Department

Department of Communication and Culture

### 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

- 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 Knowledge

During the course students should:

#### 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

#### Other:

Bech-Karlsen, Jo (red.). 2013. Kompedium. BI Forlag. ca. 100 sider

### 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         |
| <b>Anbefalt tidsbruk totalt</b>              | <b>200</b> |

### 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

The course was lectured last time in spring 2013.

Re-sit examinations in both project paper and take-home exam will be offered fall 2013 and spring 2014.

In acc. decision of the Education Committee 9/24/2013 extraordinary re-sit examination in both project paper and take-home exam will be offered spring of 2015.

### Additional information