

Call for applications

International Course Internet for Journalists 2012

Course dates:	September 10 – October 19, 2012
Media:	Radio, Television and internet
Type of Diploma:	Certificate
RNTC application deadline:	January 15, 2012
NFP applications online:	November 1, 2011 – February 1, 2012
NFP applications paper:	November 1, 2011 – January 1, 2012
Deadline non fellowship applicants:	July 30, 2012

Course Aim

To strengthen the capacity of broadcast, print and online journalists and of the organisations they work for to use the Internet for the purposes of research, publication and distribution.

Journalism and the Internet

The Internet is an exciting medium for journalists and media organisations. Journalists can find a wealth of information, previously difficult to obtain, which can help them in their research and in keeping abreast of events and trends. The speed of the internet and its growing ubiquity (thanks also to the rise of mobile phones) means that it is increasingly for journalists the first medium on which their stories appear. On the internet they can present their news stories in new and attractive ways, supported by additional background material, using a variety of media, and stored in dossiers and archives for later retrieval. The rapid evolution of interactive technologies and social media also mean that, more than ever, journalists can engage with their audiences and readers.

As an integrated medium of publication, distribution and communication, in which the traditional, clear-cut divisions between text, graphics, audio and video are blurred, the internet poses a lot of challenges. Journalists, who saw themselves first and foremost as print or broadcast journalists now work as ‘content providers’ in multimedia newsrooms, generating material for a variety of different media platforms.

The principles of interactivity and non-linearity require that information for the internet has to be ordered and presented differently. Its multimedia nature also makes organisational demands. New structures have to be designed to cope with the new ways of production, publication and distribution. New ways of working pose a challenge to established working practices and attitudes. New business models have to be developed and adopted.

Since the Internet is still a relatively young medium, there is plenty of experimentation and innovation going on. The rise of social networks, ‘civilian journalism’ and the success of ‘YouTube’ mean that the Internet has also become an established competitor of mainstream media for the attention of audiences and readers worldwide. These developments are also

changing the traditional role of journalists as well as their relationship with their audiences and readers. To be able to face the challenges of the 21st century, it is important that media organisations and the people who work for adapt to the changes taking place and incorporate them in the way they work.

Methodology: learning by doing

The course will be dedicated to enabling the participating journalists to work as Internet journalists/producers. The focus will be on content rather than on technical skills. Attention will be paid to the two central tenets of the Internet: information and communication. Special emphasis will be placed on the three main principles of multimedia environments: the multimedia mix, interactivity and non-linearity. The emphasis will be on learning by doing, focusing on theory and practice. In addition to attending course sessions and workshops, participants will be sent on a number of radio or television location assignments.

The potential and the use of the Internet as a source of information will be explored (the Internet as a research tool), and options for its use as a medium of communication, publication and distribution analysed and applied to the specific situation of the participants. The possibilities and advantages of the Internet – as well as some of its drawbacks – for journalists and the organisations they work for will be highlighted.

The participants will be from different professional media (radio, television, print, online). The aim of the course is to transcend these boundaries and merge the disciplines in search of the ideal of a multimedia journalist. Participants will acquire knowledge of the essentials of web-design (structure, interaction and lay-out) and skills for the development of websites and for production for the Internet, such as writing non-linear, interactive pieces, making graphics and producing audio and video. Participants will analyse existing examples of websites attached to newspapers, magazines and broadcasting organisations.

Target group

The course is designed for mid-career print, online and broadcast journalists, with at least three years experience in the field with special emphasis on the internet.

Information

To find out more about other requirements or the selection procedure, see our website.