

## Study Guide

### International Semester Programme

# Video Journalism

**at The Danish School of Media and Journalism – Aarhus**

**Spring semesters: January (week 5) - June (week 23)**

**Fall semesters: August (week 33) - December (week 51)**

This one-semester, full-time course (30 ECTS) offered every semester combines practical video journalistic training with theoretical studies. Students will learn to produce TV and video feature stories which engage the senses through visual storytelling and reflective reporting.

In addition, attendees will acquire analytical skills of short and long format video stories through the use of academic theory and approaches.

The course requires students to practice and reflect upon journalistic working methods including ethical dilemmas.

The students will foster skills within inclusive journalism and develop a critical journalistic approach to social media.

The students will gain knowledge on contemporary world politics and focus on the major historical changes in the world, and specific in Europe.

The program offers a practical approach to journalism teaching and learning, and students have exclusive access to shooting and editing facilities throughout the course. A workshop with focus on the journalistic use of smartphones for recording/editing/publishing is included in the course.

#### **At the end of the semester, students should:**

- Know the characteristics and demands of journalistic video formats.
- Know how inclusive journalism can be the point of departure for production of current affairs stories.
- Obtain increased knowledge of Danish politics, European affairs and World Politics in general, and understanding of the cultural differences and challenges, in particular.
- Master how to shoot with a digital HD camera and how to edit digitally using Final Cut Pro software. Learn the advantages and limits in using a smartphone for reporting and publishing.
- Gain knowledge on the opportunities and ethical problems in using social media in research, and for publishing video stories.
- Develop journalistic skills by working and studying in an international atmosphere that combines practical teaching with academic studies
- Obtain lifelong professional and personal bonds by being part of an international group of students from all over the world

Examination rules and regulations:

Link: <http://moodle.dmjx.dk/course/view.php?id=101&ion=10>

Here you can read about rules for participation, deadlines, re-examination and assessment.

Credits	ECTS
Introduction to Danish culture and technical TV tools	
News gathering and current affairs	5
Mobile journalism and social media	5
The World and Europe	5
Inclusive journalism	5
Final project (short-documentary and written exams)	10
TOTAL	30 ECTS

**Level:** Advanced undergraduate. All lectures, instruction and coaching are in English.

The course is a combination of practical video production and lectures with theoretical content and approach. The practical assignments given become gradually more complex in content and form and are followed, in steps, by analytical academic lectures and more comprehensive written reflective assignments. This theoretical-practical application of teaching and learning offers students a clear progress in journalistic experience and theoretical knowledge. The group work and peer feedback will give the students a possibility to develop individually through cooperation and reflection.

**Grading:** The program is a full course load, semester program. All lectures, assignments, group work, coaching and evaluations of assignments are mandatory. All assignments are graded in ECTS grades: A - F.

### Literature:

Al Tompkins, *Aim for the Heart*, 2nd ed., CQ Press, 2012

Sheila Curran Bernard: *Documentary Storytelling, Creative Nonfiction on Screen*, 3rd ed. Focal Press, 2011

### Articles:

- *Multiple Media Literacies*: Meyrowitz, Joshua 1998
- *Reporting Ethnicity and Religion* (chapter: 1-5) Media Diversity Institute, 2012
- *Mainstream media and the distribution of news in the age of social discovery*: Newman, Nic: Reuters Institute for the Study of Journalism, 2011
- *Redefining Foreign Correspondence*: Maxwell, John Hamilton and Jenner, Eric: in Journalism 2004 5: 301
- *How to Write a Documentary Script*: Das, Trisha, 1998

## **The programme:**

### **Course 1: Introduction program**

#### **Outline:**

This course offers students an overall introduction to Denmark and Danish culture, politics and the media industry. Students are also offered Danish language courses. In addition, students are given a 2-day practical technical course in using digital video camera and Final Cut Pro X video editing software.

The learning objective is to ensure that students receive an insight into political, economic, social and cultural aspects of Danish society and learn how to use video camera and editing software.

#### **Topics**

- Introduction to the program
- Introduction to teaching methods, library and study facilities at DMJX
- Introduction to the Danish society and language
- Introduction to Danish politics and the welfare system including an excursion to the City Hall and Student House Aarhus
- Introduction to Danish media
- Introduction to, and exercises in, digital video camera and editing tools.

### **Course 2: International Newsgathering and Current Affairs**

#### **Outline**

The lectures for this course will focus on how to develop, and research, the good ideas for current affairs video stories. Through analytical screenings the students will learn how to structure a video story, and work with visuals, speak and sound.

The practical process in searching sources, see them in a critical perspective and make interviews is also a part of the course.

#### **Aims**

International Newsgathering and current affairs theory and production aim to:

- Enable the students to master methods and achieve skills of research, production and analysis of current affairs video stories.
- Introduce and discuss specific methods to gather information in social media
- Discuss and produce different genres of current affairs video stories.
- Introduce and discuss the peculiarities of foreign corresponding and the influence on journalistic working conditions in different media systems and cultures.

#### **Learning outcomes**

On completion of the module, students are expected to have achieved:

#### **Knowledge**

- Know the methodology of current affairs reporting: Different research techniques, source critique and story structures.

- Know how articulated pictures, visual storytelling and natural sound, contribute to information, fascination and identification.
- Know different forms of storytelling templates and the characteristics of the formulas.
- Know how to research and plan a current affairs video story and the importance of thorough research and a journalistic ethical awareness of the workflow and its outcome.
- Know the main political structure and social system of Denmark/European Union.

### **Understanding**

- Understand the characteristics of current affairs video stories and criteria for choosing relevant angle, content and use of credible sources.
- Understand how to critically analyse sources and current affairs topics and how to develop an angle and focus that correspond to the target audience.
- Understand the different characteristics of short- and long format stories.
- Understand different dramaturgical storytelling templates used in international video reporting for TV and web.
- Understand the importance of cooperation in video production.

### **Skills**

- The students will be able to choose and produce current affairs stories by using relevant news criteria and story structures
- They will gain methods in gathering news, facts and statements in and from foreign countries
- They will know how to find and use international news agencies and other sources in their collection of information
- Be able to conduct source critique and develop interview strategies according to different types of sources; experts, parties and consequence experts.
- Be able to produce short and long current affairs video stories.
- Know how to use a digital HD camera and how to edit with Final Cut Pro.
- Know how to perform on-camera and how to write and perform voice-overs/reporter's commentary.
- Know how to give professional feedback on other students' productions.
- Learn to cooperate across cultural and linguistic differences and learn how shared knowledge and productive work effort contribute to the journalistic product.

## **Course 3: The World and Europe**

Rapid changes in society in economics and in politics reshape the conditions for ordinary people in Europe and beyond. This series of lectures introduce some of these major changes in order to make them understandable and to prepare journalists for communicating them to audiences. Furthermore the lectures will focus on the ever closer European Union and its increasing role in relation to member states and to the outside world.

Headlines for the lectures include:

- Stereotypes - an introduction for journalists
- The World Agenda; the major issues in World Politics
- Globalization and foreign policy
- The European and Global Economic crises: Responses and consequences
- The Arab uprisings and the influence of media
- What is democracy – what is "European public sphere"?

- From Jean Monnet to Joschka Fischer. History of the EU and European integration.
- Who decides what in Europe? EU institutions and decision-making processes.
- Who decides what in Europe? Implications on news reporting and journalism.

### **Aims**

The primary aims are to:

- introduce the theoretical and conceptual building blocks necessary for understanding rapid change
- prepare students to analyse and communicate these changes
- introduce the debate on "a European public sphere"
- introduce the history of the EU and the European integration process in order to train the students' ability to analyse the driving forces behind the integration process
- introduce the main EU institutions and decision-making processes in the EU
- prepare students to practice the elements of EU-reporting

### **Learning outcomes**

On completion of the course students will be able to:

- identify major changes processes in both international society and Europe
- identify concepts of globalization and assess their importance
- know about EU-history and the main theories about European integration
- identify the role and the competence of main EU-institutions
- identify the role of EU versus member states in legislation and jurisdiction
- know about sources, source critique and research possibilities.

## **Course 4: Inclusive journalism**

This course introduces the students to theoretical perspectives on the cultural production and representation of race, ethnicity and migrancy and discusses the role of the media and journalistic practice in such processes. It provides a context for critical thinking and discussion about multi-racial, multi-ethnic and multi-cultural issues associated within contemporary news media. The journalistic use of social media will be included in the practical exercises of this course.

### **Aims**

- to encourage student journalists to see, look at, report and reflect on the diversities in the society.
- to make the students focus on the diversity of sources and make them reflect on their selection of sources for video stories
- to discuss the ethical challenges the students might meet in making stories on minority groups and in using minorities as sources for video productions

### **Learning outcomes**

#### **Skills**

The students should be able to

- use different methods for analysis and research the stereotypes of people of colour, various ethnic groups, refugees and immigrant communities in the mainstream news media.
- identify the influence, responsibility, and power of journalism in reporting diversity issues in video stories
- be aware on ethical values in reporting on minority groups

## **Course 5: Mobile journalism and social media**

### **Outline**

Video stories told with mobile and for mobile devices are a part of the job for many journalists. In this course the students will be using their mobilephones as the only tool for producing journalistic video stories. The students will gain knowledge on ways of production, working methods and distribution.

In using social media for research, the students will learn how to judge the validity of sources. The students will get practical knowledge in source critique during their video assignments.

### **Aims:**

- To enable students to use a mobile phone as a journalistic tool within a specific field of journalism and to concentrate on specific journalistic goals.
- Enhance students' capacity to conduct in-depth research and to identify relevant video stories that are possible to produce with credible sources, visual proofs and appropriate visual storytelling.
- Give the students the practical training in creating simple infographic design
- Learn how to use social media critically in research and for publishing video stories

### **Learning outcomes**

On completion of the module students are expected to have achieved:

#### *Knowledge*

- Know how to produce and publish journalistic video stories with mobile devices
- Know how to plan and write a manuscript for a video feature story
- Know the cultural, linguistic and societal factors that influence the work of a foreign correspondent

#### *Understanding*

- Understand the limits and possibilities in working with mobile devices
- Understand the importance of source critique and verification in the journalistic working process
- Understand the importance of acknowledging different cultural backgrounds and societal developments when reporting from a foreign country.

#### *Skills*

- Know how to record and edit video stories on a mobilephone

- Know a variety of apps for production, editing and infographic design
- Know the news criteria for a current affairs story and work with demands in the research process.
- Be able to perform as a correspondent live with a mobile device
- Know how to work with stringers/fixers and/or interpreters in a foreign country.
- Be able to write a treatment for a specific video story and to write a complete manuscript for a current affairs video story.
- Be able to research and plan a relevant and interesting video story for a home audience or international target group.

## **Course 6: Final Project and written exam**

### **Outline:**

A video journalist must be able to work with many different formats, short and long. The final product is a short documentary, which demands a more in depth going journalistic approach of the students. The lectures and screenings will be on the research and planning process, and writing a script will also be a practical exercise. The students will make a written analysis of the production in a reflective report, which will count as a part of the final exam.

### **Aims:**

The final project aims to:

- Introduce and discuss the different forms of documentary genres and journalistic approaches.
- Enable students to do research, select reliable information and credible sources for a video story in short-documentary format (12-15 min).
- Enable students to find and formulate an angle and a focus of a story.
- Learn the students to choose form and visual aesthetics that merge with the chosen documentary genre.
- Enable students to reflect on their own working process, including ethical production dilemmas, and to discuss and implement theoretical approaches to their own journalistic product.

**The written exam is in two parts and is taken individually**

### **Part one:**

Two different video stories will be screened and the student must write an analysis of the stories, based on given questions and theory from literature and lectures.

### **Part two:**

Is a written exam where the students must answer questions that are based on knowledge from literature and lectures.

## **Programme Policy**

At the Danish School of Media and Journalism we strive to uphold the standards of excellence in Journalism.

We require the students to uphold the IJF standards of journalism in all their work according to The IFJ Declaration of Principles on the conduct of journalists adopted by the 1954 World Congress of the IFJ, and amended by the 1986 World Congress (see [www.ifj.org](http://www.ifj.org) and Student Handbook).

## **Additional lectures**

Guest lectures at the Danish School of Media and Journalism and other institutions will be offered during the programme.

## **Excursions and travels**

There will be time for individual excursions and travelling for reporting projects (at students' own expenses).

## **Alumni**

See the LinkedIn alumni site [Danish School of Media and Journalism alumni for journalists](#) of present and former participants in the school's different international programmes. Please remember to mention Danish School of Media and Journalism in your own LinkedIn profile, and link in for the alumni.



## **Facilities at the Danish School of Media and Journalism**

(Please consult the Student Handbook for more details about the facilities.)

### **Phone:**

We expect you to bring a mobile phone. For long distance calls, we advise students to buy global phone cards or use Skype.

### **Cameras - DMJX equipment:**

Students may borrow the school's HD-cameras. We advise you have a smart phone with video recording possibilities.

### **Computers:**

The school has computers (Mac) for the use of students, but we recommend that you bring your own laptop. You can use the school's wireless network for free.

Use of the computers evenings and weekends is possible, but requires an access card (deposit 200 DKK).

### **Email:**

You will be granted an email address at the school, to be used during your stay in Aarhus. The email address is needed in order to receive relevant messages, access course material, and submit assignments. We expect you to check your email at least on a daily basis. The email address also allows you access to the school's computers, printers and Wi-Fi.

The school email account will be closed one month after the programme has ended.

### **Photocopiers and printers:**

Each student gets a certain number of free prints. Copy cards for photocopies and additional prints can be purchased from the reception desk.

### **Library:**

The school's library containing the Danish Media Archives is at your disposal. There are also computers specially set up for international wire services and databases. The State and University Library at Aarhus University is also open for use with a Danish cpr-number, or you can order its material through the DMJX library.

### **Electronic classroom and publishing:**

The school uses a Moodle-based intranet (virtual classroom) for study related material and communication.

For online publishing purposes (internal and external), the school's Word Press-based Mediajungle-sites are used. Some productions are published online and/or in collaboration with external partners.

### **Classroom**

The international TV semester class of 21 students is allocated a dedicated classroom with editing facilities for 21 students.

### **For further information**

See Student Handbook on [www.dmjx.dk/international](http://www.dmjx.dk/international)

## Staff

### **Inger K. Larsen**

Journalist, Ass. professor, DMJX

Educational background: cand. Comm (candidata communicationis )University of Roskilde.

Assistant Professor in TV Journalism at Volda University College in Norway  
2008-2012.

Worked a TV/radio journalist and editor at The Danish Broadcasting Corporation 2000 - 2007. TV  
journalist at TV2 Denmark 1998-2000.

### **Hans Bromand Nørgård.**

Technical lecturer

Specialist in HD Camera and Final Cut Software

### **Anna Nejrup.**

International coordinator, DMJX

Educational background:

MA in French and English from Aarhus School of Business

Course: International student Coordinator

### **Inger Munk.**

Head of International Department, DMJX

Educational background: MSc. Geography, Aarhus University.

Course: Introduction and institutional coordinator

Various guest lecturers and more DMJX staff to be added