

BUS|COMM349 | Digital Storytelling: Content Creation For Journalism And Business

Fall 2024

INSTRUCTOR: Dr. Michael Nevradakis
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Course Description

This course introduces students to the basic principles of digital storytelling, with the aim of cultivating students' skills in this realm across a range of digital written and audiovisual mediums and according to different formats tailored to common journalistic, social media and business conventions.

Learning Goals

This course will primarily teach students to:

- Develop digital content creation skills across a range of mediums.
- Identify target audiences and develop content based on that audiences' needs and the platforms those audiences primarily use.
- Navigate the writing and content creation process for a variety of mediums.
- Develop appropriate writing techniques that will capture the interest of a target audience in a heavily saturated mediascape, and the ability to tailor those techniques to the audience and medium.
- Recognize newsworthy or interesting content and appropriately insert it into their stories/content.
- Use social media effectively to communicate a message to audiences in journalistic and professional contexts.
- Develop content creation skills that are increasingly in demand across a variety of non-media/non-journalism professions and fields.

Course Requirements and Assessment

CYA Attendance Policy

CYA regards attendance in class and on-site (in Athens or during field study trips) as essential, so attendance at all scheduled meetings is required. All absences are recorded and have consequences that may affect your grade.

Students will be expected to read various course materials in the course texts or that will be posted on Moodle. They will be evaluated based on four assessments throughout the course of the semester, and on their attendance and active participation in class discussions.

• **Feature story assignment (25%)** – Writing a long-form interview-based feature story that draws upon the journalistic and writing principles introduced in class. Due date TBA.

• **Podcast or vlog (25%)** – Preparing a podcast (audio) or vlog (video) report on the same topic as your feature story, in order to get acquainted with the similarities and differences in presenting the same content across different mediums. Due date TBA.

- **Travel writing assignment (10%)** – A short-form travel writing assignment (written, podcast, or video format). Due date TBA.
- **Business communication assignment (25%)** – Developing a campaign, with a significant written component, based on a hypothetical business-related or organizational objective. Due date TBA.
- **Attendance and participation (15%)**

Policy on Assignments and Make-up Work

Details about assignments and exams will be given in advance. I will accept no late assignments or make-up exams unless discussed with me in advance. If you are unable to come to class, please let me know beforehand.

CYA Policies and Regulations

Academic Accommodations

Students are required to submit an official letter from the office at their school that handles academic accommodations (generally the Office of Disability Services), or to have that office send a letter. Students who have submitted such a letter to CYA should also talk to their professors individually to discuss how these accommodations will work in each specific course.

Site Visits and Accessibility

There are no site visits formally scheduled but it is likely that students will conduct field work as part of their story assignments.

ePolicy on Original Work

Plagiarism is literary theft. As such, it is a serious offense which will not be tolerated either at your home institution or at CYA. Plagiarism on an examination or in a paper will result in an F for the course. You must cite the author of any and all ideas that you use that are neither common knowledge nor your own idea. If you are in doubt, it is safest to cite the source. Your work should be original and reflect your own ideas and thoughts. If you are unsure about what counts as original work, please consult your professor and check the Student Handbook.

Use of Laptops

In-class or onsite use of laptops and other devices is permitted if this facilitates course-related activities such as note-taking, looking up references, etc. Laptop or other device privileges will be suspended if devices are not used for class-related work.

Upgrade to 400-level course

Courses can be upgraded to a 400-level. This constitutes usually 25% additional work on the part of the student. The option to upgrade opens the second week of classes. If you are interested in this option, please talk to your professor.

Required Readings

See below.

Fall 2024 Tentative Schedule

Day #	Date/Day	Topic / Readings / Assignments Due / Place (if applicable)
	Sep 5-7	Field Study Delphi and Ancient Olympia
1	Sep 9	Course introduction, introduction to content creation across platforms
2	Sep 11	Content creation across platforms
3	Sep 16	Audiences and demographics
	Sep 18-21	Field Study Crete
4	Sep 23	Preparing for and conducting a great interview
5	Sep 25	Telling stories through interviews
6	Sep 30	The writing process
7	Oct 2	Clear and concise writing
8	Oct 7	Clear and concise writing
9	Oct 9	Style and tone, using sense appeal and dynamic focus
10	Oct 14	Structure, context, and purpose; organizing your content
11	Oct 16	Feature story analysis
12	Oct 21	Persuasion via research and citations: evidence-driven content
13	Oct 23	Feature story due, presentations
	Oct 25-Nov 3	Fall Break
14	Nov 4	Writing for the ear: writing for podcasts and visual content
15	Nov 6	Podcasts and visual content in action
16	Nov 11	Travel writing: crafting a great travel story
	Nov 12-15	Field Study Peloponnese
17	Nov 18	Visual innovation and storytelling, visual storytelling using a mobile device
18	Nov 20	Travel writing: crafting a great travel story, conducting pre-trip and on-the-road research – Podcast due
19	Nov 25	Introduction to social media communication
20	Nov 27	Multimedia journalism and storytelling, types of digital stories, social media writing principles
21	Dec 2	Effective business writing and communication – Travel story assignment due - presentations
22	Dec 4	Multimedia strategic writing
23	Dec 9	Understanding your (business) audience and delivering your message
24	Dec 11	Good, neutral, negative messages and navigating 'crisis' mode
FEW	Dec 16	Final Exam Week
FEW	Dec 18	Final Exam Week – Final business assignment due

Course Bibliography (Required and Supplementary Readings)

Proposed required readings:

Gitner, Seth. (2022). *Multimedia Storytelling for Digital Communicators in a Multiplatform World, 2nd edition*. New York: Routledge.

McAdams, Katherine; Yopp, Jan. (2013). *Reaching Audiences - A Guide to Media Writing, 6th edition*. Boston: Allyn & Bacon.

Supplementary readings:

George, D. (2017). *How to Be a Travel Writer, 4th edition*. Franklin, Tennessee: Lonely Planet Global Limited.

Goins, Anna et al. (2016). *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*. Manhattan, Kansas: New Prairie Press.

Lawson, Cheryl. (2022). *Introduction to Social Media*. Stillwater, Oklahoma: Oklahoma State University.

Lucas, Kristen; Rawlins, Jacob D. and Haugen, Jenna. (2023). *Business Communication: Five Core Competencies*. Cincinnati, OH: State Assisted Academic Library Council of Kentucky (SAALCK).

McLean, Scott A. (2015). *Business Communication for Success*. Minneapolis: University of Minnesota Libraries Publishing.