

**Entrepreneurial Journalism (2º Sem 2018/2019)**

**Code:** 02422

**Acronym:** 02422

**Level:** 2nd Cycle

**Basic:** No

**Teaching Language(s):** English, Portuguese

**Friendly languages:**

Be **English-friendly** or any other **language-friendly** means that UC is taught in a language but can either of the following conditions:

1. There are support materials in English / other language;
2. There are exercises, tests and exams in English / other language;
3. There is a possibility to present written or oral work in English / other language.

Semester	ECTS Credits	Theoretical Lesson (T)	Theoretical and Practical Lesson (TP)	Practical and laboratorial lesson (PL)	Seminary (S)	Field Work (TC)	Training Period (E)	Tutorial Orientation (OT)	Contact Hours	Autonomous Work	Others (O)	Total Load Hours <a href="#">[?]</a>
1	6.0	0.0 h/sem	20.0 h/sem	0.0 h/sem	0.0 h/sem	8.0 h/sem	0.0 h/sem	2.0 h/sem	30.0 h/sem	120.0 h/sem	0.0 h/sem	150.0 h/sem

**Since year** 2017/2018

**Pre-requisites**

**Objectives**

This Course aims to prepare professionals and academics to work as "enterprising journalists" in digital technology environments such as the Internet and mobile phones, and/or develop academic activities related to the impact of these technologies on journalism and the need for innovation in journalism.

The main focus of the course will be the process of creating innovative products for the emerging middle ecosystem created by Digital Revolution journalistic endeavors. Will be addressed the impact of digital technologies on the newspaper industry, both on the production side as on the consumption side. Special attention will be given to changes in business models and distribution. Through study of the most relevant cases, innovative digital journalism initiatives will be dissected.

**Program**

1. The new ecosystem of media in the Post-Industrial
2. The rupture models middle of the Industrial Age
3. The enterprising journalist: reinvent journalism

4. The culture of technology startup and its importance for journalism
5. From the initial startup idea: the development of a project
6. Elevator pitch: how to present a project
7. Seven steps to the second entrepreneurial journalism Jeremy Caplan
8. Principles of Design Thinking: inspiration, ideation and implementation
9. Business Model Generation: preparing canvas for business models

**Evaluation Method**  
 The evaluation has two stages: 1) Term Time: attendance (and punctuality) equal or exceeding 80% and active oral participation (10%); 2) Individual written work. The time to accomplish the work is about 20h of library research and/or fieldwork. The final version is 70% of the grade. The originality and innovation in research for writing the article contributes 20% for the final work's assessment. Students with higher grades than 9.5 are approved on 2 reviews (2 absences allowed).

**Teaching Method**  
 In UC there are 2 types of classes: Theoretical and practical: Presentation of concepts, theoretical perspectives expository form and alternating expository introduction with exercises / simulated experience into subgroups. Presentation and discussion of group exercises. Orientation tutorial: Guidance and solving problems individually or in groups. The 128 hours of field work and independent reading to ensure the basic bibliography, exercises and individual work.

**Observations**

**Basic Bibliographic**  
 Anderson, C.W.; Bell, Emily; and Sharky, Clay. Post-Industrial Journalism: Adapting to the Present. Columbia Journalism School, Tow Center, 2012. disponível online  
 Briggs, Mark. Entrepreneurial Journalism: How to Build What's Next for News. CQ Press, Thousand Oaks, CA, 2012.  
 Christensen, Clayton M.; Skok, David; Allworth, James. Be the Disruptor, in Nieman Reports, Fall 2012, Vol. 66, No. 3, The Nieman Foundation for Journalism at Harvard University. disponível online.  
 Osterwalder, Alexander and Pigneur, Yves. Business Model Generation. John Wiley and Sons Inc., Hoboken, NJ 2010.  
 Ries, Eric. The Lean Startup. Crown Business, New York, NY. 2011.

**Complementar Bibliographic**