COURSE DETAIL

EDITORS PRACTICUM: ONLINE PUBLIC ENGAGEMENT, ACADEMIC BLOGGING AND DIGITAL DISRUPTION

Country
Australia

Host Institution
Australian National University

Program(s)
International Security

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Asian Studies

UCEAP Course Number
187

UCEAP Course Suffix

UCEAP Official Title
EDITORS PRACTICUM: ONLINE PUBLIC ENGAGEMENT, ACADEMIC BLOGGING AND DIGITAL DISRUPTION

UCEAP Transcript Title
EDITOR PRACTICUM

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description
A rapidly-changing media landscape is opening up new digital frontiers for academics to get their research out to key audiences, including policymakers. As the reach and impact of conventional and traditional media declines due to digital disruption, new media is rapidly evolving. In the academic space, reaching key audiences means engaging with them in the many places that they now get their news, views and analysis. ANU is a pioneer and leader in online academic blogs – which have become a key platform to achieve this. In this internship-based practicum course, students learn to be Editors on these online platforms. This highly practical course teaches how to edit other people's work, the business challenges of running an online platform, how to design and implement social media and audience engagement strategies, and how to measure impact and reach. It also provides skills to create a range of media for use on these platforms, including audio podcasts. The course is based around a series of workshops, combined with each student undertaking a placement at one of The Australian National University's leading blog sites. Students are expected to complete an internship of 70 hours (1 day each week across ten weeks), as well as attend the course's workshops and seminars and complete the assessment items. The internship conclude with a Podcast project that requires the intern to discuss a topical issue in the Asia-Pacific region regarding commerce, security, and/or diplomacy.

Language(s) of Instruction
English

Host Institution Course Number
ASIA3024

Host Institution Course Title
EDITORS PRACTICUM: ONLINE PUBLIC ENGAGEMENT, ACADEMIC BLOGGING AND DIGITAL DISRUPTION

Host Institution Course Details

Host Institution Campus Canberra
Host Institution Faculty
Host Institution Degree
Host Institution Department Public Policy
Course Last Reviewed

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