DIGITAL TRANFORMATION IN JOURNALISM AND NEWS MEDIA

Curriculum on how to use DRONES (IO3)

PROJECT NUMBER: 2021-1-PT02-KA220-YOU-000029077

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INTRODUCTION

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LEARNING MODULES

MODULE 1:   DRONE-BASED JOURNALISM (TATICS)

Learning Units:	**Unit 1: Basic of journalism (3 h)** **Unit 2: Storytelling (5 h)** **Unit 3: Journalism for images and videos (2 h)**
Total n. hours	10 hrs
Objectives	• Understand the different Journalism techniques • Understand the evolution of Modern Journalism • Comprehend the basic of storytelling and how to make an interesting story • Understand how to connect the interest in "telling stories" with the use of UAS and how to apply them as a storytelling tool • Understand how to link communications such as journalism, public relations, film, advertising and advocacy public-service, with in-depth concepts of airborne videography and photography and manoeuvring techniques. • Recognise the different aerial techniques • Recognise the Post-production and video editing using footage taken with drones.
Target group	Young people (18-30 years old) and interested stakeholders to learn using the DRONES in their lives and professions (journalists, bloggers, teachers and other trainers and educators, ecc)
Outcomes:	
- Knowledge	• Gives examples of applicability of using Drones and best practices of how journalists are using them • Lists the characteristics needed to be a professional journalist • Gives example on the evolution of the journalism sector with the digital transition • Recalls the basic steps needed to build consistent news • Gives example of how managing people/collaborators and budget • States the techniques needed to write catching stories • Identifies the key aspect needed to make an interesting story

	• Identifies the techniques to transmit clear news, as well as to "capture" the public's attention, also and above all to inform • Identifies the role of videos/imagines to news reporting • Underline the advantages and disadvantages in using drones in the journalism field • Identifies the different visual workflow of journalistic pieces • Lists the different angles to capture images and drone footage, to provide a unique and interesting perspective on the story. • Lists the editing techniques and software • Recalls the impact of subtitles, soundtrack to provide additional information and to create an emotional connection with the audience.
- Skills	• Lists how to apply images, plane framing (if available), image formats, photos, lighting, film language, basics of filming and editing • Provides support in applying storytelling techniques when writing a story • Supports in coordinating time and collaborators and plans of interviews • Gives instructions on how to use programs for word processing and multimedia video • Gives examples on how to construct original articles • Supports in writing and editing texts process • Gives examples on how to perform good interviews • Supports in deploying fact-checking • Lists a narrative structure using images and footage captured with drones, to tell a story in a clear and interesting way.
- Attitudes	• Supports in showing capacity of adaptation to different settings and tools/resources • Supports in showing capacity in working independently but also with a team • Supports in showing capacity to manage several work projects at the same time by establishing priorities • Gives examples in how acquiring communication ability
Method of training /learning	Individual learning (frontal lessons) Project-Based Learning (individually and in pairs)
Training material and tools needed	computer, internet, camera, phone, drone (if available)
More information	https://drones-programme.web.app/ https://drones-programme.netlify.app/
References	-The SAGE International Encyclopedia of Mass Media and Society, Contributors: Drone Journalism Avery E. Holton, Sean Lawson & Jennifer R. Jackson, 2020 https://www.academia.edu/41561680/Drone_Journalism

	-Drone Journalism: Newsgathering applications of Unmanned Aerial Vehicles (UAVs) in covering conflict, civil unrest and disaster, 2014 https://cryptome.org/2014/03/drone-journalism.pdf -Responsible Drone Journalism Edited by Astrid Gynnild and Turo Uskali, Routledge, 2018 https://www.mdpi.com/2673-5172/3/2/24 -Drone Journalism: generating immersive experiences Andreas Ntalakas, Charalampos Dimoulas, George Kalliris, Andreas Veglis, Journal of Media Critiques [JMC], 2017 https://www.researchgate.net/publication/319707325_Drone_Journalism_Generating_Immersive_Experiences -Article Drone Journalism as Visual Aggregation: Toward a Critical History James F. Hamilton Department of Entertainment and Media Studies, University of Georgia, Athens, USA, 2020 https://www.cogitatiopress.com/mediaandcommunication/article/view/3117 -Article Dual Control: Investigating the Role of Drone (UAV) Operators in TV and Online Journalism Catherine Adams Journalism and Media, Nottingham Trent University, Nottingham, 2020 https://www.researchgate.net/publication/343237973_Dual_Control_Investigating_the_Role_of_Drone_UAV_Operators_in_TV_and_Online_Journalism -Matt Waite, Pulizer winner in 2009 Drone Journalism: Narratives and Strategies, provide a comprehensive overview of the use of drones in journalism http://dutchnewsdesign.com/dronejournalism/american-drone-drought-couldnt-stop-matt-waites-improving-journalism/ - Global Investigative Networks, a series of articles on Drone Journalism: https://gijn.org/drone-journalism/

Unit 1

Title	Unit 1: Basic of journalism (3h)
Aims	- Understand the journalism profession - Understand the key steps and practices of journalism - Know methods and practices used by journalists to gather, verify and present news - Understand the new frontiers of journalism given by the digital transformation.
Description of the activities	**PREPARATION** of the students **(30 minutes)** The trainer shows the Powerpoint presentation providing an overview of the module and distribute a sample of currents news to choose from and analyse in the following phase. **IMPLEMENTATION (80 minutes)** The trainer shows the slides 6-9 related to the basic of Journalism: **1)Basic techniques for news writing:** - Five W basic rules: -Identify the 5 Ws and H refers to the six basic questions: Who? What? Where? When? Why? How? to gain a factual answer to each question to build a news. - How to organise time and resources available: The main tasks are: -identify contacts and experts in the sector to gather elements and information on the subject matter of the service; -make interviews: the journalist uses questions to obtain information from reliable sources and verifies the accuracy of the answers; -define an outline/schedule of the service that is planned to be carried out to define which information to search for (e.g. interview outline); -interact with other professional figures to be supported in some phases (e.g. by the photographer, the filmmaker, the sound engineer…). - To learn searching for official documents: The journalist uses documents such as government reports, legal processes and public records to obtain information. The main tasks are: -analyze documents, material on the topic being researched; -select the information collected; -organize the contents according to the settings defined upstream (length of service, target readership, means of communication used…). - Fact-checking: The journalist verifies the accuracy of the collected information against reliable sources and official documents. The main tasks are:

	-source research (also online), the use of all the research and publication tools available on the Internet, knowledge of social networks and the principles of social media management;
	-direct observation: the journalist directly observes events and places to describe them and provide an account of the facts;
	-participatory journalism: the journalist involves the public in the collection and presentation of news, through methods such as citizen journalism, social media and open questions.
	Communicate the information
	-informing journalists of events and news relating to the organization and continuously fueling their interest organize and participate in press conferences;
	-check the media coverage of the news and promote the image of the journal;
	-resolve potentially harmful situations for the organization from a communicative point of view.
	2. Introduction to the new frontiers of journalism
	-Data-Driven Journalism: Data-driven journalism uses data analytics techniques to tell stories and uncover new information.
	-Immersive Journalism: Immersive journalism uses virtual and augmented reality to create engaging and immersive experiences for audiences;
	-Robot journalism: Robot journalism uses artificial intelligence and machine learning to collect and analyze data, and generate news stories and articles;
	-Visual Journalism: Visual journalism uses images and videos to tell stories and inform audiences, leveraging. It includes Drone Journalism.
	-Examples are provided for each category.
	FOLLOW-UP (60 minutes)
	Discussion in group: based on the different news category provided by the trainer, discussion on the changes of the journalism is started, advantages and disavantaged are mentioned.
Resources	-Interviews: "The Art of the Interview" by Lawrence Grobel is a book that explores the interview techniques used by world-class journalists.
	https://www.youtube.com/watch?v=jb1FgyYnzlA
	https://www.youtube.com/watch?v=yaBIlys6Tb8
	https://www.youtube.com/watch?v=9czvRWZjQS8
	-"The Freedom of Information Act: A Practical Guide for Journalists" by Mark Grabowski is a book that explains how to use access to information laws to obtain official documents. The online course "Investigative Journalism: Using Public Records" offered by Investigative Reporters and Editors is another good resource.
	https://www.classcentral.com/course/youtube-journalism-101-61652
	https://www.youtube.com/watch?v=JIqPWqaeB-M

-Citizen Journalism: "Citizen Journalism: Global Perspectives" by Stephen D. Reese and Earle Castledine is a book that explores citizen journalism and how the public can contribute to news gathering and reporting.
https://www.worldcat.org/it/title/318292474

-The "Citizen Journalism" online course offered by The Open University is another good resource.
https://oro.open.ac.uk/83754/
Civic Voices: Justice, Rights and Social Change, Salzburg 2014
https://www.salzburgglobal.org/multi-year-series/media-academy/pageId/6788

-"The Digital Journalism Handbook" by Paul Bradshaw and Lisbeth Kirk. This book offers a comprehensive overview of how digital technology is changing journalism and how journalists can adapt to these changes.
https://www.routledge.com/authors/i16408-paul-bradshaw
https://www.youtube.com/watch?v=FzvN0_N_b2w

-"The Platform Press: How Silicon Valley reengineered Journalism" By C.W. Anderson. This book explores how digital platforms like Google and Facebook are changing the way news is created, distributed and monetized.
https://www.cjr.org/tow_center_reports/platform-press-how-silicon-valley-reengineered-journalism.php

-The International Festival of Journalism, Perugia:
https://www.journalismfestival.com/
-The Future of Journalism Conference, University of Cardiff
https://cardiffjournalism.co.uk/foj2023/

-"The Future of Journalism: Networks, Platforms and the Public Sphere" by Tim P. Vos. This book explores how the digital transition is affecting journalism in Europe, with a particular focus on the challenges and opportunities for European media.

-"The Media in Europe: The Euromedia Handbook" edited by Kaarle Nordenstreng and Tapio Varis. This book offers a comprehensive overview of the current state of journalism in Europe, with a particular focus on the challenges and opportunities for European media in the digital age.

-Shaping Europe's digital future. The news Initiatives.
https://digital-strategy.ec.europa.eu/en/policies/news-initiative
The future of news. An analysis of developments, scenarios and initiatives to increase the value of news in 2030. Deloitte, 2022
https://www2.deloitte.com/content/dam/Deloitte/nl/Documents/technology-media-telecommunications/deloitte-nl-tmt-future-of-news-rapport.pdf

-The Future of Journalism. Digital news project. al news project. Oxford University Research and Reuters Institute for the Study of Journalism
https://reutersinstitute.politics.ox.ac.uk/news/five-things-everybody-needs-know-about-future-journalism

	-Digital news Report 2023: https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2023 -London School of Economics. European Journalism 2030: Next generations scenarios. https://blogs.lse.ac.uk/polis/2020/10/06/european-journalism-2030-next-generation-scenarios/ -Euromedia Research Groups is a network of European Researchers that from 1982 collect and exchange information, develop and apply frameworks that help to describe and analyse developments in media structure and policy in the European region. A series of publications, reports ara available https://euromediagroup.org/
Evaluation	Quizzes, group review, self-assessment

Unit 2 Storytelling

Title	**Storytelling**
Aims	• Identify elements for a rich narrative • Learn how to use storytelling techniques, typical narrative schemes with which the participants • Create rich narratives practically structuring the content they want to convey, building an effective story.
Description of the activities	**PREPARATION** of the students **(30 minutes)** The trainer shows the Powerpoint presentation providing an overview of the module. A sample of stories are prepared by the trainer to be analysed in the following phase. **IMPLEMENTATION (180 minutes)** The trainer shows the slides 6-9 related to the basic of Journalism: **1)Storytelling: key elements** <u>Typical narrative: Elements for a rich narrative</u> <u>Identifying elements of a good story</u> **2) Create a rich narrative story** <u>Main steps in writing stories:</u> - Identify the subject: The first thing to do is identify the subject of your story and understand what are the key information you want to communicate to your audience. -Develop a basic idea: Once you have identified your subject, develop a basic idea for your story, which will help keep you focused on the main topic. -Create an intro: The intro should grab the audience's attention and provide a general overview of the subject of the story. - Create a storyline: The storyline is the heart of your story and should present the main facts, characters and places. - Create a Climax: The climax is the high point of your story and should present the most important or emotional moment. - Create a conclusion: The conclusion should provide a coherent closure for your story and provide reflection on the main themes. - Use Editing: Use editing to create a coherent narrative flow and to highlight key moments in the story. - Review and Rework: Review and rework your narrative structure to ensure it is coherent and comprehensive, and effective in telling your story.

	3)Group discussion Participants, are divided in small groups and discuss first in group what was interesting about the stories they have heard. Based on this discussion expand, as a group, the qualities of a good narrative (Trainer provides list.) Two stories are provided on handouts. In pairs, the participants are asked to make the stories more interesting (based on earlier discussion). **4)Project work** <u>Individually each participant is asked to cerate a catchy news/story in a specific topic.</u> **FOLLOW-UP (90 minutes)** **Presenting the project work to the group** Every participant show a story and they are evaluated by the group, identifying the success factor and the points for improvement.
Resources	-Storytelling: "The Elements of Story" by Francis Flaherty is a book that explores the fundamentals of writing fiction and how to use it to tell stories. The "Writing for Story" online course offered by The New York Times is another good resource. https://www.amazon.com/Elements-Story-Field-Nonfiction-Writing/dp/0061689157 -10 Ways to use Storytelling to make your message impactful. Inform EU trainings, 17 February 2022 https://webcast.ec.europa.eu/10-ways-to-use-storytelling-to-make-your-messages-impactful -How to build your storytelling skills and start writing for Europeana, Europeana Foundation, November 2022 https://pro.europeana.eu/event/how-to-build-your-storytelling-skills-and-start-writing-for-europeana -Digital Storytelling Festival 2023, Europeana.To discover innovative ways to use digital tools to bring cultural heritage stories to life and learn from the experts in the field. https://pro.europeana.eu/event/digital-storytelling-festival-2023 -The magical science of storytelling, David JP Phillips, TEDxStockholm, March 2017 He shares key neurological findings on storytelling and with the help of his own stories, induces in us the release of four neurotransmitters of his choice

	https://www.youtube.com/watch?v=Nj-hdQMa3uA
	-Future of StoryTelling. Paul Zak, February 2013
	A simple yet remarkable case study in how the human brain responds to effective storytelling.
	https://www.youtube.com/watch?v=DHeqQAKHh3M
	Online Courses: nearly 250 Courses on Coursera Platform which covers the fundamental principles of storytelling and how to use them to create effective stories.
	https://www.coursera.org/courses?query=storytelling
Evaluation	Quizzes, group review, self-assessment

Unit 3- Journalism for images and videos

Title	Unit 3- Journalism for images and videos (2)
Aims	• Learn on how photography and video shooting can affect the storytelling, as the new journalist uses images to visually display the facts and help tell the story; • Analyse the aerial shooting and best practices on using drones for journalistic services and TV productions.
Description of the activities	**PREPARATION** of the students **(15 minutes)** The trainer shows the Powerpoint presentation providing an overview of the module. A sample of video-stories are prepared by the trainer to be analysed in the following phase. **IMPLEMENTATION (90 minutes)** The trainer shows the slides 6-9 related to the basic of Journalism: Buiding guidelines to the project work to create a rich narrative story also using photography/ video shooting **1)Drones for journalistic and TV activities: Experiences of using drones for journalistic services and TV production***s* Examples of UAS use in Jornalism: • In 2015, the US newspaper The New York Times used a drone to take aerial images of the city of Detroit and document its economic and social crisis. • In 2016, the BBC used a drone to capture aerial images of the city of Mosul, Iraq, during the offensive by government forces against ISIS. • In 2017, the Spanish newspaper El Pais used a drone to take aerial images of illegal marijuana fields in the regions of Almeria and Murcia. • In 2018, the Italian newspaper La Repubblica used a drone to take aerial images of the eruption of the Etna volcano in Sicily. • In 2019, the US newspaper The Washington Post used a drone to take aerial images of the concentration camps for migrants in the city of El Paso, Texas.

2)Different video/picture shooting

-Panoramas: A panorama is a shot that captures a broad view of an area or landscape. This technique can be used to show the environment in which the story takes place or to provide a unique perspective on a building or area.
- Dive Flights: A dive flight is a shot where the drone dives towards the ground. This technique can be used to show the perspective of a building or area from a unique angle.
- Circle Flights: A circle flight is a shot where the drone flies around an object or area. This technique can be used to show the environment in which the story takes place or to provide an overview of an area.
- Reverse Flight: A reverse flight involves shooting a moving subject (e.g. a person walking) while the drone is moving in an opposite direction, creating a controlled motion effect.
- Low-altitude flights: Low-altitude flights are a technique that consists of flying the drone a few meters above the ground, to capture images and shots from the point of view of the object or person being shot.
- Timelapse Flights: A timelapse flight is a shot in which the drone takes a series of photographs in quick **succession,** then stitches them together into a single video, showing a scene changing over time.
- Night flights: Night flights are a technique that consists of flying the drone during the night hours to capture images and footage in low light conditions.

3)Post-production and video editing using footage taken with drones.

- File import: Import the video files and pictures from the drone's memory card to computer for processing.
-Content Selection: Select the video clips and images you want to use for the story.
- Editing: Use video editing software to trim and crop clips, adjust exposure, brightness, contrast and color, remove unwanted noise.
-Editing: Use video editing software to edit the video clips and images together into a coherent and complete sequence, using transitions, effects and a suitable audio track.
- Add effects: use video effects to enhance the aesthetics of the video, such as slow motion, speed up, tilt shift, and other effects as needed.
-Adding subtitles and voiceover
-Analysis of the main sotware

	FOLLOW-UP (15 minutes) Group discussion: advantages and disavantages on using video to valorise the news
Resources	Overview of the different shooting techniques used in drone journalism, including advice on how to get the best footage and how to use drones to get unique and creative angles -Drone Journalism ,Matt Waite, Midwest Center for Investigative Reporting, 2018 https://www.youtube.com/watch?v=S46kvP-dp6U -Drones as new tool for journalism, Al Jazeera English, 2014 https://www.youtube.com/watch?v=mode_N5-gTs -TOP drone cinematic techniques explained tutorial, 2018 https://www.youtube.com/watch?v=JlCSTat6k_M Top 7 Cinematic Drone Moves for Intermediates, 2019 https://www.youtube.com/watch?v=3mLxhGnRwRo Software and tools used to edit and share content produced with drones, including advice on how best to use these tools to create professional-quality content -Editing Drone Footage for Beginners - The Free Way! (DJI Fly) https://www.youtube.com/watch?v=3_Ple25lPbM -The secret to editing a killer drone showreel https://www.youtube.com/watch?v=EF8lp2QDEWg
Evaluation	Quizzes, group review, self-assessment