



# OER Options, Themes & Projects for Journalism

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# OER Options

## Journalism

[Beginning Journalism](#), Nathan  
Mcintire

[Introduction to Narrative  
Journalism](#), Benjamin  
Wielechowski

[The Data Journalism Handbook](#),  
Jonathan Gray, Liliana  
Bounegru, & Lucy Chambers

[Journalism for Justice](#), Souther  
Poverty Law Center

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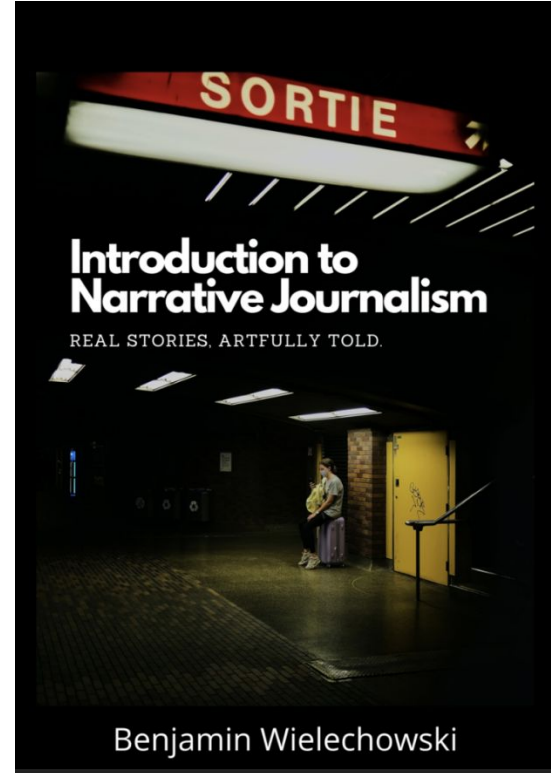
# Beginning Journalism

**This online educational resource is designed to provide students with an introduction to the field of journalism in a society that expects immediate, accurate and useful information. The goal of this resource is to prepare students to become practicing journalists and to increase media literacy even among those who do not intend to pursue journalism as a career. Compatible C-ID 110**



# Introduction to Narrative Journalism

“Narrative journalism is **ALWAYS** concerned with nonfiction writing (true stories!), but what sets narrative journalism apart from say, history or news journalism, is that narrative journalism is hyper-focused on the craft of the story, often relying on literary techniques more often found in fiction writing. As a framework, these literary techniques will be explored through the five elements of fiction: theme, character, setting, plot, and point of view.”



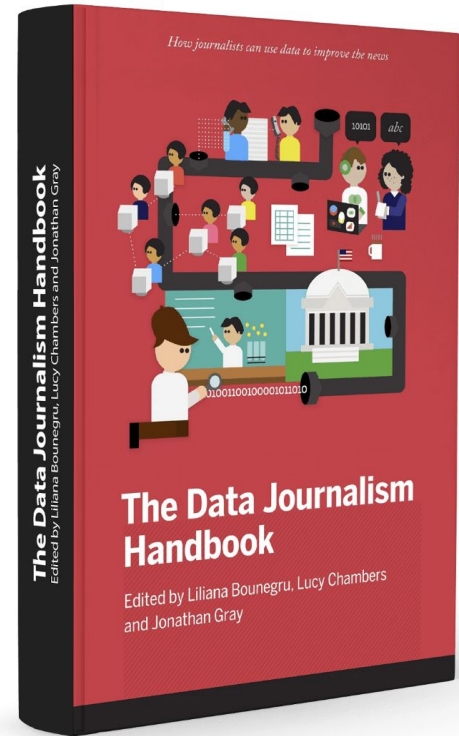
# The Data Journalism Handbook

## Why Journalists Should Use Data

Journalism is under siege. In the past we, as an industry, relied on being the only ones operating a technology to multiply and distribute what had happened overnight. The printing press served as a gateway. If anybody wanted to reach the people of a city or region the next morning, they would turn to newspapers. This era is over.

Today, news stories are flowing in as they happen, from multiple sources, eyewitnesses, and blogs, and what has happened is filtered through a vast network of social connections, being ranked, commented on—and more often than not, ignored.

This is why data journalism is so important. Gathering, filtering, and visualizing what is happening beyond what the eye can see has a growing value. The orange juice you drink in the morning, the coffee you brew: in today's global economy, there are invisible connections between these products, other people, and you. The language of this network is data: little points of information that are often not relevant in a single instance, but massively important when viewed from the right angle.



# Journalism for Justice



## Classroom Resources

Lessons

[Student Texts](#)

Student Tasks

Teaching Strategies

Learning Plan Builder

Film Kits

Mix It Up!

Printable Posters

Our searchable library of short texts offers a diverse mix of stories and perspectives. This multigenre, multimedia collection aligns with the Common Core's recommendations for text complexity and the Learning for Justice Social Justice Standards.

Choose from informational and literary nonfiction texts, literature, photographs, political cartoons, interviews, infographics and more. You can also filter by text type, grade level, subject and topic.

**“The leveled texts have really helped me engage students and introduce them to complex topics in a way they can understand.”**

# OER Options

## Journalism

[The International Journalism Handbook](#), Rodrigo Zamith

[Journalism, Fake News, & Disinformation](#), Alexios Mantzaris, Cherilyn Ireton, Claire Wardle...

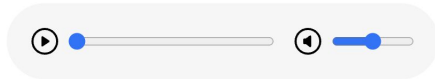
In the Works....

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# The International Journalism Handbook

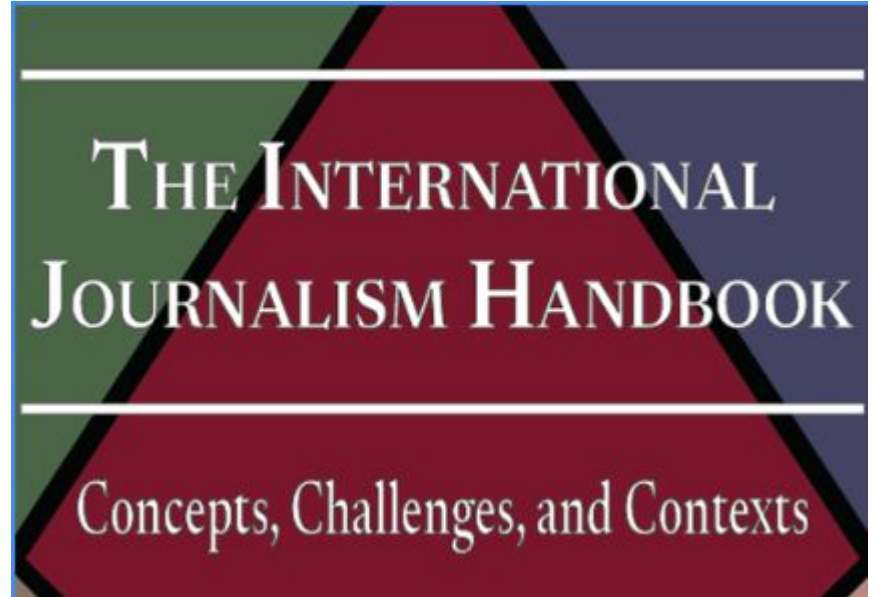
Home > Global Journalism > International News Co...

## INTERNATIONAL NEWS COVERAGE



### Introduction

International news coverage has received considerable scholarly and professional attention because it is a unique category of journalism. It not only tends to be *processed and prepared by specially trained professionals* but *involves particular newsgathering and distributional challenges*, and it *can arguably produce a deeper and wider impact* than any other news category.





# Journalism, Fake News, & Disinformation

*“(We are) Alarmed at instances in which public authorities denigrate, intimidate and threaten the media, including by stating that the media is “the opposition” or is “lying” and has a hidden political agenda, which increases the risk of threats and violence against journalists, undermines public trust and confidence in journalism as a public watchdog, and may mislead the public by blurring the lines between disinformation and media products containing independently verifiable facts.”<sup>5</sup>*

**JOURNALISM,  
~~‘FAKE NEWS’~~ &  
DISINFORMATION**

# In the Works...

**Journalism Faculty Statewide are currently working on collaborative and individual OER options for their Journalism Students**

**Intro to Mass Communications**

**Reporting & Writing for Media**

# Intertest in Writing your own OER?

**ACCESSIBILITY TRAINING:** You can self-enroll in the two courses (OER Basics & Accessibility Basics) by using the following links. Once you're on the course page, simply click on the "+Join this Course" button to self-enroll.

**ASCCC OERI Basics:** <https://ccconlineed.instructure.com/courses/7709>

**ASCCC OERI: Accessibility Basics:**  
<https://ccconlineed.instructure.com/courses/7893>

# OER Options

Public Relations

**Public Relations, Saylor  
Foundation**

**Communication Channels in  
Public Relations, Julie Walker**

**The Evolving World of Public  
Relations, Rosemary Martinelli**

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# Public Relations

## Course Introduction

## COMM411: Public Relations

[Home](#) / [Courses](#) / [Course Catalog](#) / [Communication](#) / [COMM411: Public Relations](#)

 Time: 43 hours

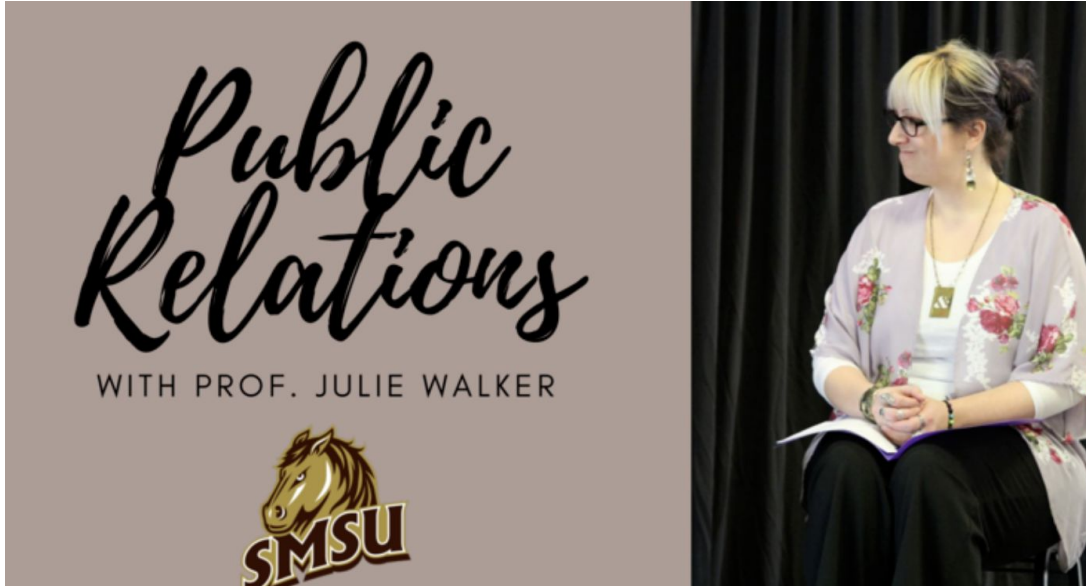
 Free Certificate

Effective public relations skills are essential to much of business and personal success. Public relations efforts address how we wish to present ourselves to others and how to deal with the perceptions of who others believe we are. Public relations tactics are just as useful for large international corporate projects as they are for personal networking. Most communications courses are based on addressing how we relate to others. The field of public relations takes the theories of human interaction and applies these theories to get real-life results.

## Fees

**This course is entirely free to enroll in and to access.** Everything linked in the course, including textbooks, videos, webpages, and activities, is available for no charge. This course also contains a free final exam and course completion certificate.

# Communication Channels in Public Relations



A PR professional's job is to communicate messages to particular groups of people in strategic ways to build, maintain, and fix relationships with publics. To do so, we need to use the appropriate communication channels and strategic tactics to best communicate our message.

# The Evolving World of Public Relations

THE EVOLVING WORLD OF PUBLIC RELATIONS

## Chapter 1 – History, Impact, and The Big Picture

“Society not only continues to exist by transmission, by communication, but it may fairly be said to exist in transmission, in communication.” — *John Dewey in Democracy and Education, 1916*



**The Evolving World  
of Public Relations**

PREL 2166

**nsc**

# How to add OER Resource

Streamline your Canvas Shell

1. Copy **URL of OER Text**
2. Click on **Setting**
3. Click on **Apps Tab**
4. Type in **Redirect** in space tab
5. Click **Add App**
6. Name is **Textbook** and paste URL
7. Turn **off Force open** and then select **Show in Course Navigation.**
8. **Navigation - drag up textbook link and save**
9. Now students will have a **textbook link** in main navigation.



# Themes & Projects for Journalism Courses

Updates on style of Instruction and  
application of skill sets

**Unique & Engaging  
Content**

**Live Sources - Show the  
Story!**

**Collaborations  
Networking**

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## Show the Story

Instead of just having students read text get them **excited** and **passionate** about what they are learning.

## Bring in Guest Speakers

**News articles & Broadcast segments as lesson content,**

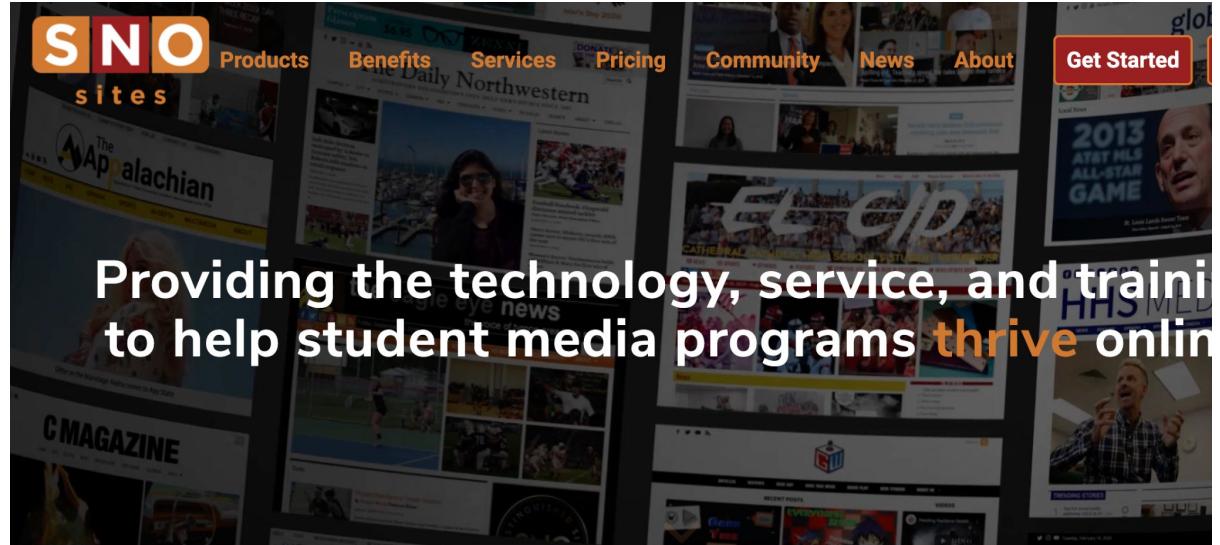
**Have students use live application methods**

# Collaborations & Networking

Reach out to close 4-year programs and connect

Work up to crafting relationships within your community industry

Craft a clean space for your students to do what they do best - report on news!



The SNO Sites platform enables media advisers and student journalists to focus on journalism.



# Thank you for Attending!



**Questions?**  
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