

## About the course

*"The only way of discovering the limits of the possible is to venture a little way past them into the impossible."*

– Arthur C. Clarke



## Media Innovation

The current model of journalism as a profession and as a form of information sharing among members of a community, is being dramatically altered by new technologies, audience demands and changing economic influences. As future journalists, and consumers of the journalistic work done by others, you have an important stake in the changes now underway. You also have the potential to dramatically influence the future of media through your development of strategies for continuing the function of journalism as a significant element of our society.

Media has undergone significant change many times before. Each time, these changes were the result of innovative thinking and the creative application of new ideas to bring the important elements of journalism to bear in a new media environment.

The primary goal of this class is to challenge you to identify ways to carry forward the critical aspects of journalism that should be part of a future media environment. By studying the concepts of innovation, entrepreneurship and the information needs of multiple audiences, you will be able to work together with your classmates to develop strategies for new media enterprises suitable for implementation in the immediate future.

The course will require you to integrate principles, theories and methods learned in other journalism courses through an professional learning experience. The course will also introduce you to entrepreneurial practices and critical thinking in a collaborative, small-group news laboratory.

## Learning Outcomes and Challenges

As students in this class, you will innovate new strategies for delivering information to specific audiences, create the technology and techniques for new media products, and/or develop solutions to significant challenges facing the media profession today and in the future. Working in teams, the you will demonstrate the following:

 Search

### Spring 2016 Syllabus

#### Course Information

JOUR 690 Media Innovation  
 Course Number: 64161  
 Credits: 3  
 Class Times:  
 11:00 a.m.- 12:15 p.m.  
 Monday and Wednesday  
 206 Stauffer-Flint Hall

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3 ×  =  twenty seven

**Adaptability:** Uses critical analysis and creative thinking, and adapts professional skills to deal with changes and challenges within the media profession or communication organizations.

**Practical Research:** Identifies problems and opportunities facing the profession, and develops strategies to research and propose possible solutions to meet audience needs.

**Collaborative application:** Teams successfully with peers and other stakeholders to propose, produce and present new and meaningful content, product or service for a media audience.

**Technology integration:** Understands and uses existing and/or emerging technology in producing final project.

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## Course objectives

Your learning success in this course will be measured by your ability to:

- Determine audience/client characteristics and establish criteria for determining their information/media needs
- Organize into functional work groups that take advantage of the strength of collaboration and shared responsibilities
- Understand leadership functions and create constructive project management techniques
- Establish comprehensive best practice procedures and apply these to the methodical definition and completion of the course project
- Create innovative solutions to meet the identified needs of the project
- Demonstrate the conceptual and technical skills necessary to produce innovative multiple media solutions
- Recognize and apply professional standards and ethics to specific media situations

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## Three phases of this course

### Part One – Foundation:

This part of the course will focus on surfacing and understanding the problems and opportunities facing the media universe and establishing a FOUNDATION on which to better understand the problems and opportunities facing the media professional.

### Part Two – Exploration:

During this critical section of the course, students will attempt to answer the following question: “What is the future, and we’re not afraid of it, are we?”

The primary goal of this inquiry is to bring focus to our EXPLORATION of what lies ahead in the fast-changing media world. Students will broaden their understanding of the media marketplace – both at the macro and micro levels – and establish the relationships between content, production, marketing, revenue and branding.

Teams will be assigned to EXPLORE an opportunity for creative application of knowledge and skills to solve problems identified or take advantage of new communication models.

Working in an incubator environment the teams will end this portion of the semester by pitching a project idea to complete during the final part of the term

### Part Three – Synthesis:

Teams develop projects and present completed work. Through a SYNTHESIS of all learning from this course and previous studies, student teams will complete their proposed creative projects with presentations to appropriate constituents the final week of the semester.

## About the Instructor



**Assoc. Prof. Mike Williams**

**Office:** 2064 Dole

### Office hours:

9 - 11:00 a.m.

Monday and Wednesday  
or by appointment

### MIT Innovation News

- Watch your tone
- Space: The here-and-now frontier

### Stanford Social Innovation Review

- Refugee Crisis: Capitalism to the Rescue? (Blog)

### Innocentive

- Improving Patch Pump Adhesion
- Environmentally Friendly Replacement for Buoy Mooring Systems

### Entrepreneurship

- The 10 Best Jobs in America for

## Connections

- University of Kansas
- William Allen White School of Journalism and Mass Communications

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**Email:** mikewms@ku.edu

- [Great Mission. Bad Statement.](#)  
(Blog)

2016

- [The Best New Tech to Look Out For in 2016 and Beyond](#)

