Mr. Ophir Richman
Haifa University
Department of Communication
2020

Course Syllabus: Content and Media Strategies

Israel National Defense College, Glilot
Dates: Wednesdays, February 26nd to April 1st, 2020
Lecturer: Mr. Ophir Richman, orichman@com.haifa.ac.il
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Office Hours: by appointment only

Course Objective

The course aims to provide applied and theoretical tools for understanding the impact of technological and cultural changes on the content, news, media, marketing and advertising industries. The course will teach theoretical frameworks alongside current tools and recent case studies from Israel and the world. Course Objective: To provide graduates with an understanding which would enable preparation for crisis situations; knowledge of in-depth processes affecting institutionalized media; and working together with speakers, communications consultants, and policy makers.

Description

YouTube, Twitter, Netflix, Facebook, Instagram, Telegram, along with older media outlets - from multi-channel and commercial television to the print press - are all present in the public arena and set a governing, public and diplomatic agenda. The various media channels are constantly trying to find and reinvent themselves in a frenzied and ever-changing world that includes content and subgenres on social networks, internet and mobile platforms. The need to develop financially viable models for production, and distribution as well as a revenue model of various kinds of content on the several platforms largely dictates the conduct of the industry and its future.

In this course, we will discuss changes and developments in these markets from two main aspects:

Traditional media and digital media journalism: Knowing today's world agenda and magazine content on digital channels; understanding the impact of the platform and emerging economic models on content; unique opportunities to create new content that has not been possible on previous platforms (including Data Journalism); distribution and traffic strategies as well as driving traffic to content; editorial and ethical consideration alongside considerations designed to promote the "maintenance" of digital journalistic personas. We will get acquainted with the basic journalist toolbox; get familiar with the public and regulatory arena; work of the news desk; research and investigative work; collecting background and perspective; building an interview; interviewing strategy; video editing considerations; text writing and narration.

Content and Distribution Strategy: Strategies from global marketing in general and digital marketing in particular. Content development and accessibility of information in the various media platforms (print, radio, television, online, blog, podcast, video, social networks and microblogging); differences in language, visuals, style and tone; variances arising from the inventory versus those from the platform, and adjusting content and coverage tone to target audiences. Getting to know advertising models and campaign management on social networks, search engines and websites.

Course Structure

Lesson	Date	Part A	Part B
1	February 26th, 2020	**Communication in the Age of Acceleration**: From stone to the touch screen - the economic forces that led to the formation of the field of journalism and its effects.	**The Israeli Media Map**: Trends and changes in local and global media consumption habits, regulatory bodies and relevant legislation.
2	March 4th, 2020	**The Media Arena**: News Desk – Getting to know the considerations leading journalists, producers and editors in framing the media picture.	**Understanding the Digital Marketing Worlds**: Paid content promotion models, organic promotion, development strategies, and content distribution in a multi-channel environment.
3	March 11th, 2020	**News Desk 2**: The work done by investigators and journalists; editing messages for television; analyzing case studies.	**Content Strategy**: Mapping target audiences; developing brand identity and target audience persona; adapting messages to the various channels.
4	March 18th, 2020	**Pulling Threads**: Promoting appropriate framing, spins and interests in news reporting, crisis management strategy	**Risk and Contingency Media**: Models of risk and state of emergency communications
5	March 25th, 2020	**Public and Social Marketing** - Strategies for changing attitudes and/ or behavior of the public.	**Guest Speaker** - TBA
6	April 1st, 2020	**So Now What?** Latest trends and developments in the media arena	**Class Presentations** – Preparing for media strategy.

Writing Assignments and Grading:

- **Assignment #1: Team Assignment (40%):** Classroom presentation of a media and content strategy for a given scenario. Presentations to be held during the last lesson of the course, April 1st, 2020 in groups of 4 students.

- **Assignment #2: Team Assignment (60%):** To be submitted on Sunday, April 19th, 2020; written paper based on the presentation implementing notes given as well as material learned.

Reading List:

Lesson # 1:

Einav Gali, "Back to the Future": Consumer and Business Trends in the Digital Age" in "The New World of Transitioned Media - Digital Realignment and Industry Transformation", Gali Einav (Ed) Springer NY. 2015 pg. 1-7.
• 14 trends shaping tech 2019, CB-insights (PDF available on Moodle).
• Life in the Digital Age, the Annual Report on the State of the Internet in Israel 2017, The Bezeq Group - TNS .
https://www.bezeq.co.il/media/PDF/internetreport_2017.pdf
• Life in the Digital Age, Annual Report on the Internet Status in Israel 2018, Bezeq Group and TNS. - TNS .
https://www.bezeq.co.il/internetandphone/appsandservices/internetreport_2018

Lesson # 2:

•Dror Y. Online Press, Open University Press, 2011. Chapter 3 "The New Journalists," pages 53-104.

• Another Yaron and Challenge Shivak, Digital Age Marketing, Another Kivon Press, 2016; Chapter 1, The Complete Strategy, pp. 21-51.

• Ryan Damian, (2014) Understanding Digital Marketing, Pg. 27-33

Optional Readings:

Rich Tsvi. And Goldder Y., the skeptic in the newsroom, press coverage tools in a deceptive reality, Israel Institute Press

Democracy, 2016. https://bit.ly/2I2s5kA

• Balint Anat, Inside the Box - Latent Branding in Commercial Television Broadcasting in Israel, Israel Institute Press

Democracy, 2012. https://www.idi.org.il/media/4534/book.pd

Lesson # 3:

• Dror Y. Online Press, Open University Press, 2011. Chapter 4 "Journalists on Social Networks",

Pages 105-138.

• Carey, J. (2019). Media Innovation Meets the Marketplace. In Digitized: Industry Transformation and Disruption through Entrepreneurship and Innovation "Einav.G (Ed) (pp. 3-19). Emerald Publishing.UK

Lesson # 4:

• Slovic, P., Fiunucane, M. I., Peters, E., & MacGregor, D. G. (2004). Risk as analysis and risk as feelings: Some thoughts about affect, reason, risk and rationality. Risk Analysis, 24(2), 311-322.

• Reynolds, B., & Seeger, M.W. (2005). Crisis and emergency risk communication as an integrative model. Journal of Health Communication, 10:43–55, 2005
• Seeger, M. W. (2006). Best practices in crisis communication: An expert panel process, Journal of Applied Communication Research, 34:3, 232 - 244

Lesson # 5:

Philip Kotler, Kevin Keller and Jacob Hornik, Marketing Management - The Israeli Edition; Translation: Orit Friedland; editing:

Good jeweler. Open University Press, 2012. The Marketing Communications section, Vol. 2, pp. 628-667.

• Richard M. Perloff (1999) The Third Person Effect: A Critical Review and Synthesis, Media Psychology, 1: 4, 353-378

http://www.tandfonline.com/doi/abs/10.1207/s1532785xmep0104_4