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NEWSARCADE - Seriously, Play the News!

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D3.6 Postgraduate Course

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1. Introduction

This deliverable focuses on the development of an innovative online inspirational and instructional training course tailored for media professionals. This course is structured into "nano modules," designed to fit seamlessly into the busy schedules of journalists and editors. These modules enable them to engage with the new NewsArcade editorial methodology in brief, digestible segments amidst their daily newsroom tasks. The primary objective is to assist news creators in gamifying their news stories and seamlessly integrating them into our Content Management System (CMS) for publishing. The course comprises nine distinct modules, each presented in concise video formats ranging from 1 to 5 minutes. Through the nine comprehensive modules, participants are introduced to various aspects of NewsArcade, from its unique user experience and the critical need for new audience engagement strategies to the specifics of gamifying news stories and addressing the preferences of GenZ. These modules are publicly accessible via the NewsArcade YouTube Channel. By providing these modules, we aim to equip media professionals with the necessary skills and knowledge to effectively use the NewsArcade platform, thus enhancing their ability to engage and inform their audiences in a dynamic and interactive manner.

2. Video tutorials

2.1 NewsArcade: Seriously play the news

This module introduces NewsArcade, detailing its appearance, functionality, and the enhanced user experience it offers. Viewers will understand why NewsArcade provides a superior platform for engaging with news content. Watch the video.

2.2 The burning platform for publishers

This segment addresses the urgent need for publishers to discover new methods of audience engagement on digital platforms. It elucidates how utilizing NewsArcade can benefit publishers by attracting and retaining their digital audience. Watch the video.

2.3 Meet GenZ - the picky media users

This module explores the characteristics of the upcoming generation of media consumers and their preferences for digital content engagement. It provides insights into how NewsArcade meets the unique needs of GenZ users. Watch the video.

2.4 Alternative news values but conventional truth

In this video, the focus is on maintaining quality journalism based on fact-checked and curated information while aligning news values to meet GenZ expectations. Watch the video.

2.5 Themes and topics fit for interactive news stories

NewsArcade represents a new journalistic genre, not suitable for all themes and topics. This module offers editorial guidance to optimize storytelling within the NewsArcade framework. Watch the video.

2.6 How to gamify a story

This segment provides the foundational principles for creating interactive news experiences, contrasting them with traditional storytelling techniques. Watch the video.

2.7 The unique NewsArcade flow

This video showcases how to conceptually craft a NewsArcade experience before delving into technical details. Watch the video.

2.8 The technical stuff[1]

This module is tailored for those who prefer a tutorial approach, covering essential CMS operations, including page types and tagging. While the intro and outro of this module has been recorded in the studio, part of the module contains screencasts of the actual NewsArcade CMS. Currently the final release of the CMS is being prepared and some interface elements have been improved. In order to avoid having a video which is not reflecting the final version of the tool, we decided to schedule the final release of this module after the final release of the CMS.

2.9 News avoiders vs. literates

The final module discusses the importance of cultivating news literacy among younger generations to sustain serious journalism. It highlights how NewsArcade can help reduce the number of news avoiders. Watch the video.

3. Conclusion

In conclusion, the creation of this online training course marks a significant step forward in equipping media professionals with the tools and knowledge necessary to navigate and thrive in the evolving landscape of digital journalism. By breaking down the NewsArcade editorial

[1] This course will be broken into shorter videos and uploaded on Youtube in August 2024 when the final tool will be ready.

methodology into easily accessible nano modules, we have made it possible for journalists and editors to integrate innovative storytelling techniques into their daily routines seamlessly. This approach not only enhances the quality and engagement of news stories but also supports the broader goal of fostering a more informed and interactive audience. By providing both conceptual and technical guidance, the course ensures that media professionals are well-prepared to leverage the full potential of NewsArcade. Ultimately, this deliverable aims to inspire a transformation in news production and consumption, promoting quality journalism that resonates with contemporary audiences and meets the challenges of the digital age.

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