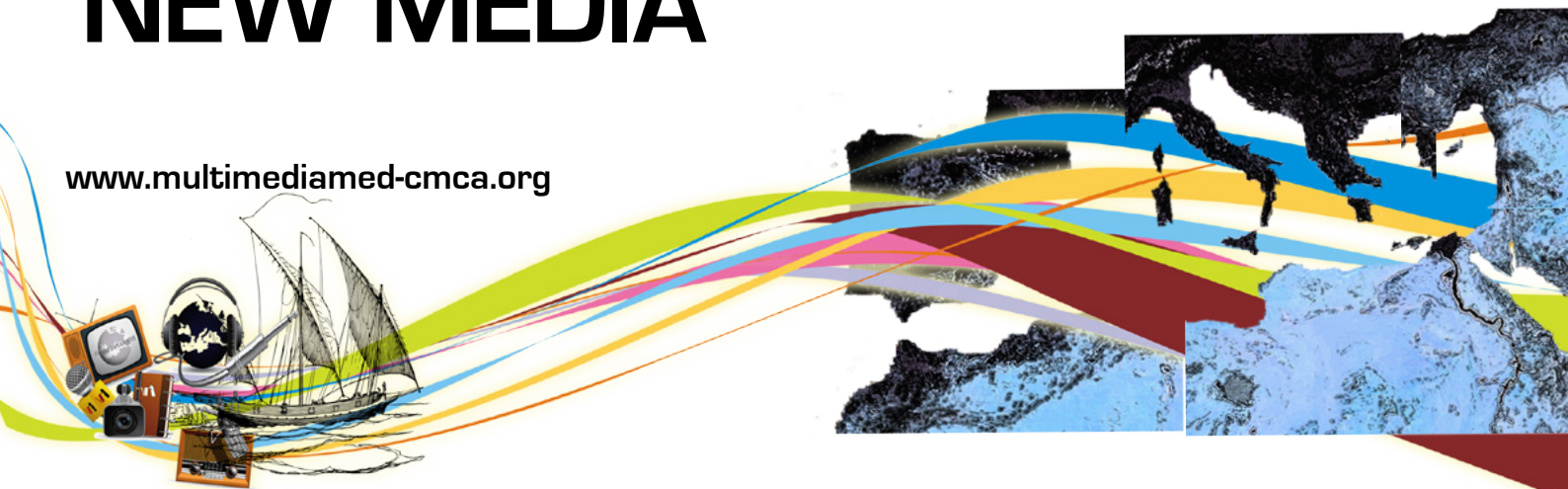


# TRAINING NEW WRITING AND NEW MEDIA



[www.multimediamed-cmca.org](http://www.multimediamed-cmca.org)



## **IN CHARGE OF PROJECT**

CMCA - MEDITERRANEAN CENTER FOR  
AUDIOVISUAL COMMUNICATION

## **INTENDED PUBLIC**

Journalists and professionals coming from all departments of CMCA televisions members, with at least 3 years experience and interest in new technologies.

## **SHARED AIMS**

- To Inform about the evolution of practices associated to new media
- Better understanding of current digital tools
- Analyzing the different publication media
- To Participate in developing the web-documentary Marseille-Multimedia-Mediterranean (working title)

## **PROJET DESCRIPTION**

The «New Scriptures and New Media» workshop aims to train journalists to new narrative forms and techniques about writing web documentaries and cross-media projets.

Trainees will contribute to create and develop the contents of web documentary: Marseille-Multimedia-Mediterranean (working title). The idea is to create an interactive map of the main Mediterranean cities.

During the workshop, the journalists will work on the districts of Marseille. After training, each journalists should make a topic about a district of his city. This work will be added to the web-documentary.

## ORGANIZATION OF WORKSHOP

### **DAY 1 - The challenges of new media**

History of medias  
The digital revolution  
Qualitative evolution of tools  
The concept of sharing  
Delinearised narration and writing for the web  
Case Study: Analysis and classification of some selected media (Blog, web radio, web TV, web documentary)  
Differences in approach between reportage and documentary

### **DAY 2 - Knowledge of tools**

Basics and tips for photo shooting  
Basics and tips for shooting video  
Basics and tips for sound recording  
Specific use of mobile devices (smartphones and compact cameras)  
The language to the moving and still image  
Understanding digital compression  
Choice of tools

Main theme of this edition : *The young talents of Marseille in a Mediterranean identity*

### **DAY 3 : Pre-production**

Selection of subjects and composition of teams  
Choise of treatment  
Explanation about objectivity and ethical rules  
Investigation and writing items

### **DAY 4 : Production**

Shootings and writing of subjects

### **DAY 5 : Post-production**

Basics and Tips for editing image and sound  
Editing topics  
Finalization of multimedia content that will be post on  
<http://www.multimediamed-cmca.org/>

## WORK METHOD

### **8 selected journalists**

Participants will be grouped into different teams formed by educators who will appoint a coordinator per team.

### **Equipment provided:**

Computer room equipped with computers  
Shooting equipment for news reports.  
A web space to host and publish the work of trainees

### **Trainers:**

Stéphane Pachot - Videomaker/ multimedia expert ([www.stephanepachot.com](http://www.stephanepachot.com))  
Franco Revelli - Head of Multimédia - CMCA

## TIME TABLE

**From February 1<sup>st</sup> to 5<sup>th</sup> - 2016**

**LOCATION : CMCA - Marseille**

**CONTACT :** CMCA 96, La Canebière Marseille / 13001 France  
Tél : 33.(0)4.91.42.03.02 [cmca@cmca-med.org](mailto:cmca@cmca-med.org)  
[www.cmca-med.org](http://www.cmca-med.org)