

# 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

## 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 for public television**

The Web writing and the use of the social médias for the editorial staffs of televisions  
The revolution of the digital technology and the televisions  
Study of the cases: functioning of a Web writing(editorial staff) for the TV  
Sharing of the knowledge and experiences

### **DAY 2 - Analysis of multimedias projects and knowledge of tools**

The unlinear story and the writing for Web  
Case study: analysis and classification of some website chosen  
(Blog, Web radio, Web TV, documentary Web)  
Elementary notions for the shooting photo / video  
Specific use of the mobile devices (Smartphones and compact devices)  
The language appropriate to the moving picture and in the fixed image  
Understand(Include) the digital compression  
Choice of tools

### **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  
Franco Revelli - Head of Multimédia - CMCA  
A web professionnall from *France Télévisions*

## TIME TABLE

**March 13<sup>th</sup> to 17<sup>th</sup> - 2017**

**LOCATION : CMCA - Marseille**