

JOURNALISM IN THE NEW AGE

A 5-Part Video Course for Emerging Journalists & Media Creators

Course Preview

About the Instructor

Prudence Okeoghene Emudianughe is a journalist, PhD Candidate at the University of Port Harcourt and was Programs Lead at FactcheckAfrica AI Journalism Fellowship Program, where she leads initiatives on responsible journalism in the age of artificial intelligence and information disorder. She also served as a National Health Fellow with the Federal Ministry of Health.

Her work sits at the intersection of journalism practice, digital media literacy, and institutional capacity building across West Africa. This course distills years of field experience, research, and training into a practical, no-nonsense guide for the journalist working in Nigeria today.

What This Course Is

Journalism in the New Age is a five-part video series built for emerging journalists and media creators who want to do this work seriously, not just digitally. It does not soften the complexity of the current information environment. It names the pressures, equips you with tools, and asks you to think carefully about the kind of journalist you intend to be.

"This is not a course that will make journalism feel safe or easy. It is a course that will make you more capable, more clear-eyed, and more grounded in what this work is actually for." — Prudence Emudianughe

Each part is designed for independent viewing and runs approximately 18–25 minutes. Together, the five parts build a complete professional foundation, from understanding the digital landscape, to verifying content, to using AI responsibly, to building a sustainable career.

Course Outline

Part 1

The Information Age Journalist

- How the speed and structure of journalism changed — and what didn't
- The six roles the modern journalist must occupy simultaneously
- Core obligations: accuracy, fairness, independence, accountability
- Case study: #EndSARS and citizen journalism as public record
- The pressures you will face — and how to navigate them

Part 2

Verification in the Digital Era

- The verification mindset: three rules before any tool
- Reverse image search using Google Images, TinEye, and Yandex
- Video verification with the InVID / WeVerify browser extension
- Geolocation and chronolocation methodology
- The deepfake threat — and why rigour beats detection tools
- Nigerian-specific challenges: WhatsApp, language gaps, electoral imagery

Part 3

AI Tools for Journalists

- How large language models actually work — and why they hallucinate
- The three African gaps: language data, context, and infrastructure
- Approved uses with conditions (transcription, research, summarisation)
- Prohibited uses — no exceptions
- What only a journalist can do — and why AI cannot replace it
- Case study: Africa's first AI journalism fellowship at FactCheckAfrica

Part 4

Audience, Platform & Distribution

- How social media algorithms work — and what they don't value
- Platform strategies for Twitter/X, Instagram, YouTube, and WhatsApp
- WhatsApp as Nigeria's primary journalism platform: uses and risks
- Building loyal audiences over large ones
- Platform dependency as a structural risk — and how to build independence

Part 5

Building Your Journalism Career

- Three career paths honestly compared: staff, freelance, and entrepreneurship
- How to pitch an international editor — five elements of an effective pitch
- What it takes to build your own publication from scratch
- Revenue models that work: subscriptions, foundations, events, consulting
- Protecting editorial independence as you grow
- The question that runs through all of it: what kind of journalist do you intend to be?

Who This Course Is For

Journalism students

Building your foundational professional toolkit before entering the field.

Early-career journalists

Sharpening your verification discipline, understanding AI responsibly, and planning your career path with intention.

Media creators & bloggers

Understanding the editorial and ethical obligations that distinguish journalism from content — and choosing how to position your work.

Journalism educators

A structured, Nigeria-contextualised curriculum resource for digital and contemporary journalism modules.

Key Themes Running Through the Series

Verification is non-negotiable. Across every part of this course, the message is consistent: before you publish, you verify. The series equips you with a complete technical toolkit — reverse image search, video verification, geolocation, metadata analysis — and the mindset to apply it every time, under deadline pressure.

African context matters. The series does not present global journalism norms and assume they transfer without adjustment. It explicitly addresses the language data gaps in AI tools, the role of WhatsApp as Nigeria's primary information platform, the recurring challenge of recycled electoral imagery, and the infrastructure realities that shape how these tools are actually accessible.

Technology extends you — it does not replace you. The course engages seriously with AI and digital tools, but never loses sight of what only a journalist can do: earn source trust, exercise editorial judgment, accept accountability, and decide that a story matters.

Independence is structural, not just philosophical. Whether you are staff, freelance, or building your own publication, your editorial independence requires deliberate choices — about funding, distribution, platform dependency, and the agreements you make before you're inside a difficult moment.

What You Will Leave With

A verification workflow you can apply to any image, video, or claim — using professional-grade, freely available tools.

A grounded understanding of how AI language models work, where they fail, and how to use them responsibly without compromising your editorial standards.

A distribution strategy that does not depend entirely on platforms you don't control.

A practical pitching framework for reaching international editors — with the five elements that turn a topic into a publishable story.

And, most importantly, a clearer answer to the question this course keeps returning to: what kind of journalist do you intend to be?

*Journalism, done well — with accuracy, fairness, independence, and accountability —
is one of the most important things a person can do in public life.*

Now go and do the work.

Prudence Okeoghene Emudianughe · PhD Candidate, University of Port Harcourt