

Academic Year: ( 2017 / 2018 )

Review date: 01-09-2017

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SEOANE PEREZ, FRANCISCO

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 2

Branch of knowledge: Social Sciences and Law

## OBJECTIVES

1. Knowledge of the fundamentals of journalistic communication.
2. Knowledge of the historical origins of reporting, its social, economic and political causes. Understanding of its evolution and its impact on contemporary societies. Knowledge of ethical aspects essential to social communication.
3. Basics of rhetoric applied to opinion journalism.
- 4 Ability to analyze and produce information using the language of audiovisual media.

## DESCRIPTION OF CONTENTS: PROGRAMME

### Part I.- Introduction to journalism

#### Lecture 1.- Journalism: profession and business

##### Lecture 1.1.- Journalism as a profession

##### Lecture 1.2.- The media business

#### Lecture 2.- Journalism and democracy

### Part II.- Reporting through text

#### Lecture 3.- The news story

#### Lecture 4.- Interviews

#### Lecture 5.- Features

#### Lecture 6.- Opinion and editorial writing

### Part III.- Reporting beyond text

#### Lecture 7.- Newspaper design and typography

#### Lecture 8.- Photojournalism

#### Lecture 9.- Illustration

#### Lecture 10.- Infographics

### Part IV.- Broadcast journalism

#### Lecture 11.- Radio journalism

#### Lecture 12.- TV journalism

### Part V.- Journalism now

## LEARNING ACTIVITIES AND METHODOLOGY

### 1. Lectures:

The theoretical lectures will give you a wholistic view of the craft of journalism, reviewing the main written genres (news stories, features, interviews) and studying the informative uses of photography, statistical charts and illustration. Broadcast journalism (in TV and radio) is also briefly considered. The final exam will ask for the topics covered in class during these lectures. Skills 1, 2 and 3 (1.5 ECTS).

### 2. Practical training:

Each theoretical lecture is followed by an in-class practical training session: reporting on a news conference, training basic writing skills, writing the script of a radio news or TV news bulletin, etc. Skills 3 and 4 (1 ECTS).

### 3. Homework:

Students will cover events outside the classroom and will report them in the three basic genres: news story, feature, and interview. The final guided commentary on a book by George Orwell will offer students the chance to read and analyze classical works of long-form journalism. Skill 4 (3.5 ECTS) credits.

## ASSESSMENT SYSTEM

The final grade for this course will be result of the sum of the following items:

- Coursework (15%).- During our practical training hours, students will write short essays and a variety of journalistic texts.

- Homework (25%).- Students will have to write a news report, a profile interview, and a feature piece. All will involve fieldwork and writing outside the classroom.

- Final essay (20%).- Students will write an essay of a minimum of 800 words and a maximum of 1,500 in response to one of these two questions, related themselves to a book by George Orwell:

->"Are tramps like the rest of us?" In order to answer to this question, students will have to read 'Down and out in Paris and London' (1933)

->"Was the Spanish Civil war as you had imagined it?" In order to answer this question, students will have to read 'Homage to Catalonia' (1938)

- Final exam (40%).- The final written assessment will include a set of four questions on the lectures delivered during the course.

<b>% end-of-term-examination:</b>	40
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<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60
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## BASIC BIBLIOGRAPHY

- HARROWER, TIM Inside reporting: A practical guide to the craft of journalism, New York: McGraw-Hill, 2006

- HARROWER, TIM The newspaper designer's handbook, New York: McGraw-Hill, 2006