Opinion Journalism

Academic Year: (2021 / 2022) **Review date: 04-06-2021**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: YUNQUERA NIETO, JUAN

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

- Filosofía política
- Derecho de la Información
- Periodismo y Cambio Social en España
- Periodismo Interpretativo
- Información Periodística sobre Situaciones, Tendencias y Problemas Sociales

OBJECTIVES

Ability to argue about current events from rationality and justification of gross opinions.
Learning about argumentative and rhetorical techniques to construct speeches of persuasive nature.
Argument from the solvent knowledge of facts and data.
Capacity for critical reviews of realities and analysis.
Command of vocabulary and stylistic devices.

DESCRIPTION OF CONTENTS: PROGRAMME

ITEM 1. Defining opinion piece.
1.1. The function to interpret and comment on journalism.
1.2. Historical evolution: from the ideological journalism to the interpretive journalism.
ITEM 2 . Inform and review . The role of information in the comment.
2.1. References journalistic and non-journalistic .
2.2. Sense of hanger today.
2.3. Arguing : consistency in the process of drawing a conclusion from certain facts.
ITEM 3. Categories of opinion . Definition . Construction . Style . Degree .
3.1 . Editorial
3.2 . Commentary / Column . Argumentative styles . Literary devices .
3.3 . Review
3.4. Deep article.
ITEM 4. Opinion, power and influence.
4.1 . Public opinion , public belief and opinion leadership .
4.2 . Opinion and influence in different media: press, radio, television and internet.
4.3 . Public participation in the review.
4.4 . The role of 2.0 journalism, popular journalism and socialized journalism.
4.5. Debates and discussions . The show factor .
ITEM 5 Spanish commentators in Spanish journalism.
5.1 . Styles, techniques and resources.
5.2 . Great writers in the 19th and 20th Centuries.
5.3 . Current commentators in the press and media.

LEARNING ACTIVITIES AND METHODOLOGY

Combination of theoretical lessons (3 ECTS) and practical cases (3 ECTS). The first will be targeted in two ways: lectures and conceptual work by students from the guidelines decided in these classes and transmitted conceptual repertoires. They will be accompanied by reading articles and discussed their historical relevance. Practical cases studies will include: analysis of signed editorials and commentaries; oral presentations by the students and argued for group discussions; development of newspaper opinion pieces in its various forms.

ASSESSMENT SYSTEM

40% of the final grade will be derived from the proper conceptual assimilation and the student's ability to apply these concepts and abstract fields of known or novel notions experience.
The remaining 60% derived from the expertise demonstrated through practical exercises in the development of argumentative newspaper articles and analysis of opinion articles.
The correct use of language will be essential to pass the course. The spelling and syntax mistakes and vocabulary poverty will be penalized at the discretion of the teacher.

% end-of-term-examination:	40
% of continuous assessment (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Agencia EFE Manual de español urgente, Cátedra, 2004
- Anderson, John Lee La mirada del periodista, Asociación de la Prensa de Madrid, 2006
- Cantavella, Juan y Serrano, Francisco (coords.) Redacción para periodistas: opinar y argumentar, Universitas, 2007
- Casasús, Josep Maria Artículos que dejaron huella, Ariel, 1998
- EL PAIS Libro de estilo de El Pais, EL País, 2002
- Fernández Barrero, Ángeles El editorial: un género abierto al debate, Comunicación Social Ediciones y Publicaciones, 2003
- Kapuscinski, Ryszard Los cinco sentidos del periodista, Fonde de Cultura Económica, 2003
- Morán Torres, Esteban Géneros del periodismo de opinión. Crítica, comentario, columna, editorial, EUNSA, 1988
- Santamaría, Mª Luisa El comentario periodístico. Los géneros persuasivos, Paraninfo, 1990

ADDITIONAL BIBLIOGRAPHY

- ABRIL VARGAS, Natividad Periodismo de Opinión. Claves de la retórica periodística, Síntesis, Madrid, 1999
- ARISTÓTELES Retórica, Plutón ediciones, 2017
- BORDES, M Las trampas de Circe: falacias lógicas y argumentación informal, Cátedra, Madrid, 2011.
- DEL ARCO, Miguel Ángel Cronistas bohemios., Taurus, Madric, 2017
- DEL ARCO, Miguel Ángel Cronistas bohemios., Taurus, Madrid, 2017
- LÓPEZ PAN, Fernando 70 columnistas de la prensa española, Eunsa, Pamplona, 1995.
- SERRANO, J. F.; CANTAVELLA, J., coords Redacción para periodistas: opinar y argumentar, Universitas, Madrid, 2007.
- WESTON, Anthony Las claves de la argumentación, Ariel, Barcelona, 1994.