

Academic Year: (2022 / 2023)

Review date: 25/01/2023 10:43:17

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: VAL CUBERO, ALEJANDRA

Type: Basic Core ECTS Credits : 6.0

Year : 2 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 and infographics

Part IV.- Broadcast journalism

Lecture 10.- Radio journalism

Lecture 11.- TV journalism

Part V.- Journalism now

Lecture 12.- Journalism on the Internet

Lecture 13.- Journalism for Audiovisual Communication Students.

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

% end-of-term-examination/test:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

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. The book is: Manuel Castells, Communication and Power (2009)
- Final Exam (40%): General questions about the course.

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