

Course title	<i>Journalism Theory and Practice</i>
Credits	6
University	UCM
Language of the course	English
Learning outcomes	<p>LO1. Understand the different disciplinary approaches to European Studies.</p> <p>LO2. Have multidisciplinary knowledge on the fundamental aspects and values of the European Union and European integration.</p> <p>LO6. Have developed a large set of transversal skills which students need to master in their future domestic and international work environments, so that they are equipped to use organizational, inter- cultural communication, language and information skills, when confronted with the challenges of daily professional practice.</p>
Course objectives	<ol style="list-style-type: none"> 1. Delimit the concept of journalism and distinguish it from other forms of social communication and information, such as advertising, propaganda, public relations, entertainment, infotainment, within others. 2. Distinguish the main journalistic types of writing and their basic differentiation criteria. 3. Know the main components and practical guidelines of informative writing. 4. Identify and analyse the fundamentals of journalistic professionalism: principles and tasks of newsgathering and newswriting and reporting. 5. Basic practice of journalistic writing.
Content	<p>Unit 1. Style, concept and types of journalistic writing.</p> <p>Unit 2. Concept of news. Characteristics of news. Event and non-event.</p> <p>Unit 3. Morphology and writing of news stories. The focus of news stories. The purpose of the lead or first paragraph.</p> <p>Topic 4. The topic selection process. The new gatekeepers and newsmaking. Programmed, invented and provoked news. Journalist's social responsibility.</p> <p>Unit 5. The Books of Style of the Spanish media. Functions and utility.</p> <p>Unit 6. The elements of headlines in news stories. The news criterion. Hierarchy of data. Correspondence between the headline and the first paragraph.</p> <p>Unit 7. Structure and organization of news stories: paragraphs, transitions and links.</p> <p>Unit 8. The sources in news stories: value and typologies.</p> <p>Unit 9. Referencing sources. Citations and attributions.</p> <p>Unit 10. The new forms of news stories: new media in the digital age.</p> <p>Unit 11. The role of news agencies.</p> <p>Unit 12. Organizational routines in the media.</p>
Work format(s)	Teaching will consist of a combination of formats: lectures, responsive teaching classes, student presentations, practical workshops, group work and practical news writing sessions.
Manner of assessment	Continuous evaluation
Literature (required/recommended)	<p>Handouts Medialinks</p> <p>Recommended bibliography:</p> <p>Randall, D. (2016). <i>The Universal Journalist</i>. 5th edition. London: Pluto Press.</p> <p>Rich, C. (2015). <i>Writing and Reporting News: A Coaching Method</i>. Mason, OH: Cengage.</p>