

BASIC DETAILS:

Subject:	JOURNALISM		
Id.:	31930		
Programme:	GRADUADO EN PERIODISMO. PLAN 2014 (BOE 15/10/2014)		
Module:	LENGUA Y MEDIOS DE COMUNICACIÓN		
Subject type:	OBLIGATORIA		
Year:	2	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	62	Individual study:	88
Main teaching language:	Inglés	Secondary teaching language:	Inglés
Lecturer:	MCMAHON , JOSEPH (T)	Email:	jmcmahon@usj.es

PRESENTATION:

Journalism is aimed at those students who wish to acquire the linguistic and communicative skills to effectively carry out their jobs as journalists. In this course students will learn about the main international media landmarks of reference, both past and present, with special interest in the English-speaking market. The aim is for students to know, through case studies, the international context of information as well as its key players. They will also become familiar with professional practices that journalists must use when publishing news and investigating stories. Journalists' rights and obligations will be examined in an international context as well. The importance of transparency and fact checking will be studied as basic elements of journalism and as tools to gain credibility with readers. New platforms to share information and engage the public will be analyzed as well as their importance to establish the communication between media outlets and their readers.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and synthesise.	
	G02	Problem solving.	
	G03	Ability to organise and plan.	
	G05	Use of Information Technologies.	
	G06	Knowledge of a foreign language.	
	G08	Interpersonal skills.	
	G09	Ethical commitment.	
	G10	Ability to work in an international context.	
	G11	Ability to apply knowledge.	
	G12	Ability to generate new ideas (creativity).	
	G13	Ability to undertake research.	
	Specific programme competences	E05	Basic ability to understand written or audiovisual news or communicative production in standard English.
		E09	Capacity and ability to use the information systems and resources and their interactive applications.
E10		Capacity and ability to discharge the primary journalism tasks.	
E12		Ability to conceptualise, plan and execute information or communications projects, undertaken according to topic areas - applying journalistic styles and procedures.	
Learning outcomes	R01	Identify the key players, both past and present in the main media outlets in the U.S. and U.K., as well as the journalists behind the most relevant journalistic investigations on an International level.	
	R02	Know in detail the changing news business of international news from the golden age of news to present.	
	R03	Know how current actual news are developed and carried out, and know in depth the rights and obligations of journalists in their daily work in reporting news.	
	R04	Identify the different types of work that a communication professional can carry out on an International basis.	
	R05	Distinguish the different journalistic styles in English-speaking media outlets, and apply their know-how to different journalistic writing styles and write articles of different types.	

PRE-REQUISITES:

It is highly recommended to have previously passed the first year subject English.

SUBJECT PROGRAMME:

Subject contents:

1 - Presentation / Introduction
2 - News in the Modern Age
2.1 - What is News?
2.2 - What Readers Want
2.3 - How News Comes Together
2.4 - Who's Who in the Newsroom
2.5 - Parts of a Page / Story
3 - Interviewing
3.1 - Quotations and Sources
3.2 - Attribution
4 - News in Print and on the Web
4.1 - The New York Times and The Washington Post
4.2 - The Guardian and Open Journalism
4.3 - News Startups (FON)
4.4 - Citizen Journalism
4.5 - Data Journalism
4.6 - Social Media for Journalists
4.7 - Twitter Scavenger Hunt
5 - Broadcast Journalism
5.1 - The Beginnings of TV News
5.2 - The Business of TV News
5.3 - CBS Continues as the Leader in TV News
5.4 - CNN Emerges as the First 24-Hour News Channel
5.5 - TV News Writing
6 - Media Law and Ethics
6.1 - Media Ethics
6.2 - Media Law
6.3 - Libel and Privacy

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Teaching and learning methodologies and activities applied:

In order to develop the competences established for this subject, sessions are planned as follows: Classes will be conducted exclusively in English. Students are expected to participate in class and in all class-related activities in English. Although this may be difficult for students at the beginning of the course, their linguistic competences will improve rapidly.

Practical Classes

Many class activities will be conducted in pairs and groups in the format of problem solving exercises, debates, project preparation, problem solving, simulations etc. This methodology enables maximum student participation and talking time in class. It also promotes cooperative learning and meaningful interaction between students, and the development of professional competences.

Lectures

During lectures, where the lecturer will explain concepts orally with technological support, students will also participate with questions and there will be follow up exercises and tasks to apply and practice new concepts. Selected theoretical classes will be given by students.

Tutorials

During these sessions, students can ask questions, clarify concepts, ask for additional bibliography either face to face or electronically. Some tutorial time will be devoted to assistance with group work, especially with preparation for expert group presentations.

Self Study

Students are expected to complete weekly tasks uploaded on the PDU.

PLAGIARISM

Plagiarism will not be tolerated, neither will the use of Google translator or any other automatic translator. If the professor catches a student plagiarizing or using an automatic translator for written assignments, the assignments will be automatically given a zero.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	18
	Practical exercises	20
	Practical work, exercises, problem-solving etc.	10
	Debates	4
	Films, videos, documentaries etc.	4
	Workshops	4
	Other practical activities	2
Individual study	Tutorials	4
	Individual study	24
	Individual coursework preparation	22
	Project work	4
	Research work	6
	Compulsory reading	12
	Recommended reading	8
	Extra-curricular activities (visits, conferences, etc.)	4
	Other individual study activities	4
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	40	%
Final exam:	25	%
Current News Tests:	15	%
Twitter Scavenger Hunt:	20	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

AP PRESS, The Associated Press Stylebook and Briefing on Media Law 2009, Basic Books, Philadelphia, 2009
BENDER, John, Reporting for the Media, Oxford University Press, Oxford, 2009
HARROWER, Tim, Inside Reporting, McGraw Hill, Boston, 2007
RICH, Carloe, Writing and Reporting News, Wadsworth, Boston, 2010

Recommended bibliography:

EVANS, Harold, Essential English for Journalists, Editors and Writers, Pimlico, London, 2000
GIBBS, Cheryl. Getting the Whole Story. Reporting and Writing the News.
MURPHY, Raymond, English Grammar in Use, Cambridge University Press, Cambridge, 2004.
QUINN, Frances. Law For Journalists. Longman. 2009.
RUDIN, Richard. An Introduction to Journalism. Focal Press. 2003.
SCHWARTZ, Jerry. Associated Press Reporting Handbook. McGraw Hill Professional. 2001.
SMARTT, Ursula. Media Law for Journalists. Sage Publications. 2006.

Recommended websites:

Associated Press	http://www.ap.org/
New York Times	http://www.nytimes.com
The Guardian	http://www.guardian.co.uk/
The Poynter Institute	http://www.poynter.org/
Washington Post	http://www.washingtonpost.com/