

Writing for Journalism I

Code: 104971
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	1	1

Contact

Name: Santiago Tejedor Calvo
Email: Santiago.Tejedor@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

Josep Carles Rius Baro
Lluís Pastor Pérez

Prerequisites

- Subject of first in the Degree of Journalism.
- The student will need to have knowledge of current issues; demonstrate ability for the correct oral and written use of their own languages; can read, analyze and summarize texts.

Objectives and Contextualisation

- The subject is the first directly linked to journalistic writing.
- The subject is an introduction to journalistic language and journalistic writing in different media, although with a greater commitment to the press and cyberjournalism.
- Therefore, it is a subject that prepares students for the different itineraries focused on information in the press as well as on radio, television and multimedia.

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Be familiar with and apply the theoretical and practical foundations of journalistic writing and narrative and its applications in the different genres, media and formats.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Manage time effectively.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

- Respect the diversity and plurality of ideas, people and situations.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Adapt written texts to the specific needs implied by the use of technologies and their systems to process, produce and relay information.
2. Apply ethical principles and legal standards in producing journalistic texts.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Develop autonomous learning strategies.
5. Distinguish theories of journalistic writing and narrative to apply them to news and other journalistic genres in the print media.
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Respect the diversity and plurality of ideas, people and situations.
9. Use advanced technologies for optimum professional development.
10. Write all kinds of informative texts for the press, radio, television and multimedia.

Content

UNIT 1. Mission and values of journalism.

UNIT 2. General introduction to the theory of journalistic genres.

UNIT 3. The process of information.

UNIT 4. Concept of news.

- Definition of news.
- News and information.
- Values of the news.
- The news in the different media: radio, press, television and Internet / multimedia.

UNIT 5. Structure of the news.

- Lid and text: sequence of continuity.
- The 6 W.
- Main material and secondary material.
- The crisis of the inverted pyramid on the Internet?

UNIT 6. Typology of the news.

UNIT 7. Qualification.

- Concept.
- Functions and models.
- Elements.
- Type of headlines.

UNIT 8. The informative sources.

- Typology.
- Identification of the sources.
- Different forms of attribution.
- The use of direct and indirect quotes.

UNIT 09. The journalist and the newsroom.

UNIT 10. Style books and ethical aspects.

UNIT 11. New technologies in the press, radio and TV.

- The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject.
- It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Methodology

- The treball methodology combines the theory with practice.
- The resolution of problems, the study of cases, the creation of conings and the critical reading of journalistic texts will be very important.
- The Virtual Campus will be an tool of great protagonism in the curs.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Study and autonomous work	30	1.2	1, 2, 7, 3, 4, 5, 10, 6, 9
Laboratori	27	1.08	1, 2, 7, 10, 6, 8, 9
Master classes	15	0.6	2, 7, 5
Type: Supervised			
Evaluation activities	6	0.24	1, 2, 7, 3, 4, 5, 10, 9
Tutorials	7	0.28	3, 4, 6
Type: Autonomous			
Virtual campus	3	0.12	3, 4, 6

Assessment

- The evaluation of the subject will have two clearly differentiated parts and all must be approved:

1) Learning activities (60%): Practices, comments, reviews, etc.

2) The current tests and the evaluation of the theoretical contents (40%): test and exams.

- Being a subject with a large practical part, the evaluation of teaching activities will be the most important. In fact, different evaluable practical tests and exercises have been established.

The subject consists of the evaluation activities:

- - Activity A: Exams, 40% on the final grade.
- - Activity B: Practices 40% on the final grade.

• - Activity C: Portfolio 20% of the final grade.

- To be able to pass the course, there will be a minimum grade of 5 in activities A, B and C. Students will be entitled to the recovery of the subject if it has been evaluated of the set of activities, the weight of which equals a minimum of 2/3 of the total grade of the subject. To be able to submit to the recovery of the subject, you have had to obtain the average grade equal to or greater than 3.5.
- The activity that is excluded from the recovery process is the Portfolio.
- In case of second registration, the students will be able to perform a single synthesis test that will consist of a theoretical and practical exam.
- The qualification of the subject will correspond to the qualification of the synthesis test.
- The student who makes any irregularity (copy, plagiarism, identity theft, ...) that could lead to a significant variation of the grade of an evaluation act, will be qualified with 0 this act of evaluation. In case of several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Information coverage	15	10	0.4	1, 2, 7, 3, 10, 6, 8, 9
Exam	40	6	0.24	2, 7, 4, 5, 6, 8, 9
Portfolio	20	40	1.6	1, 2, 7, 3, 4, 5, 10, 6, 8, 9
Writing: News	25	6	0.24	1, 2, 7, 5, 10, 6, 8, 9

Bibliography

- Álvarez, T.; Caballero, M. (1997): Vendedores de imagen. Los nuevos retos de los gabinetes de prensa. Ed. Paidós. Barcelona.
- García Orousa, B. (2009): Gabinetes de comunicación on line. Claves para generar información corporativa en la red. Ed. Comunicación social. Ediciones y Publicaciones. Sevilla.
- Haskovec, S (1983): La agencia de prensa en el sistema de medios de comunicación. Ed. Organización Internacional de Periodistas.
- Lechuga, R.; Guasch, V.; Mora, C. (1991): Las agencias internacionales de noticias. Ed. Pablo de la Torriente. La Habana.
- López Hidalgo, A. (2001): El titular. Manual de titulación periodística. Ed. Comunicación Social y Publicaciones. Sevilla.
- Rodríguez, Pepe (1994). Periodismo de investigación: Técnicas y estrategias. Paidós, Barcelona.
- Sabés, F; Verón, J.J. (2008): La gestión de la información en la administración local. Ed. Comunicación Social Ediciones y Publicaciones. Sevilla.
- Savio, R.; Giffard, A. (1995) (Coords.): Las agencias de prensa en la comunicación global. Ed. Comunica. Madrid.
- Secanella, Petra María (1980): El lid, fórmula inicial de la noticia. Ed. ATE. Barcelona.
- De la Serna, V. (1996) (Coord.): El Mundo. Libro de Estilo. Ed. Ediciones Temas de Hoy. Madrid.
- Tcherkarski, O. (1997) (Coord.): Clarín. Manual de estilo. Ed. Arte Gráfico Editorial Argentino SA Clarín. Buenos Aires.
- Armentia, José Ignacio; Caminos, José María (2003): Fundamentos de periodismo impreso. Ed. Ariel. Barcelona.
- Benavides, J.L.; Quintero, C. (2004): Escribir en prensa. Ed. Pearson. Madrid.
- Cantavella, Juan; Serrano, José Francisco (2004): Redacción para periodistas: informar e interpretar. Ed. Ariel. Barcelona.
- Berrocal, Salomé (1998). Análisis básico de la prensa diaria: Manual para aprender a leer periódicos. Universitas, Madrid.

- Cantavella, J. y Serrano, J. F. (coords.). (2004). Redacción para periodistas: informar e interpretar. Barcelona: Ariel.
- Casasús, J.M.; Roig Ximénez, X. (1981): La prensa actual: introducció als models de diari. Ed. Edicions. Barcelona.
- Casasús, J.M.; Núñez Ladevéze, L. (1991): Estilo y géneros periodísticos. Ed. Ariel. Barcelona.
- Casasús, J.M. (1986) (Coord.): La Vanguardia. Libro de Redacción. Ed. La Vanguardia. Barcelona.
- Cassany, D. (1995). La cocina de la escritura. [8ª] Barcelona: Anagrama.
- Cebrián Herreros, M. (1992): Géneros informativos audiovisuales. Ed. Ciencia 3 Distribución. Madrid.
- Diezhandino, Pilar (1994): El quehacer informativo. Ed. Servicio de Publicaciones de la Universidad del País Vasco.
- De Fontcuberta, M. (1993): La noticia. Pistas para percibir el mundo. Ed. Paidós Papeles de Comunicación. Barcelona.
- El País (2003): Libro de estilo. Ed. Ediciones El País. Madrid.
- El Periódico (2002): Libre d'estil. El Periódico. Ed. El Periódico. Barcelona.
- Edo, Concha (2009): Periodismo informativo e interpretativo. El impacto de internet en la noticia, las fuentes y los géneros. Ed. Comunicación Social. Sevilla.
- Fox, Walter (2001): Writing the news. A Guide for Print Journalists. Ed. Iowa State University Press. Ames (Iowa).
- Gómez Mompert, J. L. (1982): Los titulares en prensa. Ed. Mitre. Barcelona.
- Grijelmo, Álex (1997). El estilo del periodista. Taurus, Madrid.
- Huertas, A.; Perona, J.J. (1999): Redacción y locución en los medios audiovisuales. La radio. Ed. Bosch Comunicación. Barcelona.
- Kapuscinski, Ryszard (2003). Los cinco sentidos del periodista. Fundación Nuevo Periodismo Iberoamericano, Colombia.
- Hernando Cuadrado, Luis Hernando (2000). El discurso periodístico. Verbum, Madrid.
- Kapuscinski, Ryszard (2005). Los cínicos no sirven para este oficio. Anagrama, Madrid.
- Kovach, Bill; Rosenstiel, Tom (2012). Los elementos del periodismo. Aguilar, Madrid.
- Ladevéze, L. (1995): Introducción al periodismo escrito. Ed. Ariel, Barcelona.
- Larrondo, Ainara (2008). Los géneros en la Redacción ciberperiodística. Contexto, teoría y práctica actual. Universidad del País Vasco, Bilbao.
- La Voz de Galicia (2002): Libro de estilo. Ed. La Voz de Galicia. A Coruña.
- López, M. (1995): Cómo se fabrican las noticias. Fuentes, selección y planificación. Ed. Paidós Papeles de Comunicación. Barcelona.
- López, X. (1999): Comunicación e información escrita. Redacción periodística. Ed. Edicions Lea. Santiago de Compostela.
- López, X.; Túniz, M. (1995): Redacción en prensa: a noticia. Santiago de Compostela. Ed. Lea.
- López, X. y otros (2005): "Tipología de los cibermedios" en Salaverría, R. (2005): Cibermedios. El impacto de Internet en los medios de comunicación en España. Ed. Comunicación Social. Sevilla.
- Martínez Albertos, J.L. (2006): El zumbido del moscardón. Periodismo, periódicos y textos periodísticos. Ed. Comunicación Social Ediciones y Publicaciones. Sevilla-Zamora.
- Martínez Albertos, José Luis (2012). Curso general de redacción periodística. Paraninfo, Madrid, Col. Universidad.
- Martínez de Sousa, J. (2003): Libro de estilo de Vocento. Ed. Trea. Gijón.
- Mayoral, Javier (2013). Medios, géneros y formatos. Síntesis, Madrid.
- Montagut, Albert (2012). NewPaper. Cómo la revolución digital transforma la prensa. Deusto - Grupo Planeta, Barcelona.
- Núñez Ladevéze, L. (1995): Introducción al periodismo escrito. Ed. Ariel. Barcelona.
- Pavlik, John V. (2005). El periodista y los nuevos medios de comunicación. Paidós, Barcelona.
- Sabés, F.; Verón, J.J. (2008): La eficacia de lo sencillo. Introducción a la práctica del periodismo. Segunda edición. Ed. Comunicación Social Ediciones y Publicaciones. Sevilla.
- Tejedor, Santiago (2010). Ciberperiodismo: Libro de estilo para Ciberperiodistas. Itla Editorial, Santo Domingo (República Dominicana).
- Tejedor, Santiago (2014). Escribir para la red. Reflexiones sobre la nueva (y vieja) escritura informativa online. Gabinete Comunicación y Educación, UAB, Barcelona.
- Vígara, A.M. (2001) (Coord.): Libro de estilo de ABC. Ed. Ariel. Barcelona.