

**Opinion Journalism Genres**

Code: 104975  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	3	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

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**Use of Languages**

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

**Prerequisites**

A prerequisite will be a clear distinction between information and opinion, as well as having achieved skills in the execution of interpretative journalistic genres.

It goes without saying that all students are expected to have an excellent command of the language to avoid expressive problems in this area.

Subjects linked to previous knowledge are Expression and Argumentation in Catalan or Spanish and Sources, techniques and organization of journalistic work.

**Objectives and Contextualisation**

The course is not (only) intended to provide a brief review of the so-called genres of opinion. First of all, because the genealogy of explicit opinion is quite ambiguous, as can be seen in any book on the subject. any of the books on this subject. Secondly, because we consider it more effective to orient the writing instruction process towards rhetoric and argumentation. These bases are the unavoidable substratum the basis on which the infinite formal variants of the opinion and argumentative genres are nourished. The student who is competent in the elaboration and development of arguments will be in a position to face the challenge of to face the challenge of writing an editorial, a personal column or an analysis. The course -despite its time limitation- also includes a review of the constants and variables of the most consolidated opinion and argumentative genres: the editorial, the personal column or the analysis. the editorial, forms of analysis and criticism.

**Objectives for students**

Solvency in reflecting on the concept of discourse genres: what is a genre? How does it work and how does it evolve?

Knowledge of the constants and variables of generic forms of analysis and explicit opinion.

Argumentative analysis of the traditional separation between fact and opinion: validity and criticism.

Expressive, compositional and stylistic resources of: argumentation, exposition, narration. narration.

## Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Generate innovative and competitive ideas in research and professional practice.
- Identify modern journalistic traditions in Catalonia, Spain and worldwide and their specific forms of expression, as well as their historic development and the theories and concepts that study them.
- 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 a third language as a working language and means of professional expression in the media.

## Learning Outcomes

1. Compare the different traditions in handling specialised information.
2. Conceptualise the theories and techniques of specialised journalism.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate ethical awareness and empathy with the entourage.
5. Demonstrate practical knowledge of specialised journalism.
6. Generate innovative and competitive ideas in research and professional practice.
7. Know how to build texts in a third language that adapt to the structures of journalistic language and apply them to the different theme-based information specialisms.
8. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
9. Respect the diversity and plurality of ideas, people and situations.

## Content

### 1. Discursive genres

The canonical and normative tradition versus the descriptive one. Definition of discursive genre (: relatively stable form of enunciation. Innovation and tradition in genres.  
Journalistic genres and genres of explicit opinion.

### 2. The distinction between reporting and opinion: journalistic genology.

The positivist paradigm: facts are sacred, comments are free. The forms of implicit opinion in the informative press: the inclusion of context in the text.  
Proposal for a quality interpretative journalism. Analysis as a contextualizing informative form.

### 3. Rhetoric and argumentation: explicit opinion articles and analysis or expert commentary.

3.1 Classical rhetoric: the art of finding the most persuasive in each subject (Aristotle). The parts of rhetoric: inventio, dispositio and elocutio (memoria and actio).

The parts of argumentative discourse (dispositio). The forms of elocutio. Detection of fallacies and weak points in argumentation.

The elaboration of proofs and examples. The construction of syllogisms (inventio). The development of the text.

3.2 Application of rhetoric to the writing of journalistic texts of analysis and opinion. The analytical expert commentary: the contextualization.

The editorial article. The personal opinion article or column.

### 4. Criticism

The analytical and contextualizing tone. Didacticism: resources of argumentation and description.

In some theory or practice sessions, 15 minutes will be taken to answer the teachers' surveys.

## Methodology

The course will be developed in theory and practice sessions. In theory, the theoretical syllabus will be developed with the help of support material: various texts that illustrate the lecture-type explanations, but with an interest in debate and student participation. The gender perspective will be taken into account when choosing the texts. The theoretical section will be completed with compulsory readings.

The practices will follow the evolution of each individual student and will be used to evaluate the progress achieved. The student will always have a record of when he/she is preparing a graded work. Seminars will be graded but attendance will be controlled.

The practices will seek to interrelate the contents on persuasion and procedures of composition and style with the writing of some of the most representative genres of opinion journalism. of opinion journalism, as well as to reflect on one's own work and strengthen the pieces where there is still room for improvement. Personal thematic specialization within the persuasive genres within the persuasive genres will be valued.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Supervised			
Tutorized meetings	7.5	0.3	5, 3, 9
Type: Autonomous			
Practices preparing	20	0.8	8, 4, 5, 3, 6
Study and reading	22	0.88	8, 2, 5, 3, 6

## Assessment

The evaluation system will be continuous and will assess the progress of students in their texts and speeches IPEL as for the practice, which accounts for three quarters of the value of the final grade.

The practice is evaluated by a continuous and progressive system, in which each genre (article, analysis), which will have a numerical grade, must be passed.

Each genre will be evaluated twice during the course. The final grade is obtained by weighting each genre and assessing an overall positive or negative progression of the course.

Normally the students have 6-7 progression grades.

As it is a continuous system, the recovery will be made of the genres that have not been passed during the course.

Each genre or type of discourse worked on can be recovered once in the week agreed upon by the UAB. To pass the course it will be necessary to pass at least article and analysis.

The theoretical part will be evaluated with several tests that may be mutually exclusive. That is to say, if in the evaluation of the first test you do not pass the 5 and you have to make it up, you will not be able to access the next one, it will not be possible to access the next one, excluded from recovery. In order to re-evaluate the theoretical part, a minimum grade of 3 will be required in the first exam.

However, in order to pass the course, both the theory (30% of the grade) and the practical (70% of the grade)

must be passed separately.

It should be noted that the detection of plagiarism in the texts will result in an immediate failure of the practice or the course, depending on the seriousness of the case.

Serious cases or impersonations will be communicated to the Dean's Office.

The proposed teaching methodology and evaluation may be modified if the indications of the health authorities due to the pandemic change.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exams	30%	4	0.16	8, 2, 5, 3, 6
practices	70%	96.5	3.86	1, 2, 4, 5, 3, 6, 9, 7

## Bibliography

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Bermejo, Lilian (2014) Falacias y argumentación. Plaza y Valdés.

Cassany, Daniel (1992). Descriure escriure. Empúries.

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Fuentes, Catalina y Alcaide, Esperanza (2020). La argumentación lingüística y sus medios de expresión. Arco.

García Damborenea, Ricardo (2000). Uso de razón. Diccionario de falacias. Biblioteca Nueva.

Miranda Alonso, Tomàs (2002). *Argumentos*. Publicacions de la UV.

Olbretchs-Tyteca, Lucie i Perelman, chaïm (1958). *Tratado de la argumentación. La Nueva retòrica* (traducció a ed. Gredos, 2015).

Pastor, Lluís (2008). Escriptura sexi. Editorial UOC.

Sàez, Ferran (2003.) Comunicació i argumentació. Trípodus.

Teruel, Elvira (1997). Retòrica, informació i metàfora. Servei de Publicacions de la UAB - Aldea Global.

Vega Reñón, Luis (2003). Si de argumentar se trata. Montesinos.

Weston, Anthony (1994.) Las claves de la argumentación. Ariel. (evaluable)

## Software

There is no any specific use of programs.