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| **UNIVERSIDAD DEL SALVADOR** |

# SYLLABUS

1. **Degree Program: Bachelor Degree in Journalism.**
2. **Course: Introduction to Journalism**
3. **Academic Year: 2015.**
4. **Campus: Downtown Headquarters.**
5. **Faculty Members: Faculty Preparer: Gloria Fernández, Professor**

**Department Chair / Area Director: Ana Laura García Luna, BA**

**Dean: Máximo Paz, BA**

1. **Course Description:** The course is designed to give students an introduction to the ever-changing world of journalism. It provides a historical and social overview of journalism with special emphasis on the print media as a key aspect to a successful democracy. Through readings, videos and class assignments, students will gain a greater understanding of issues involving journalism and society.

**Objectives:** At the end of the course, students will be able to:

* Get acquainted to key concepts of journalism ( print and electronic)
* To evaluate the sources and resources from which news content is drawn.
* To discuss and apply the skills needed to interview effectively.
* To understand professional standards and ethics.
* To build and understanding of the role news plays as a democratizing tool.

**Student Learning Outcomes:**

* Students will value diversity in a global society and its impact on information-gathering and adapting messages to an ethnically and culturally heterogeneous audience.
* Students will understand and value the principles and laws that underlie a free media system, including their historical antecedents.
* Students will apply the tools of effective communication practice:  research and the evaluation of research, the use of numerical and statistical concepts, and the technology skills used to communicate effectively in their professional area.
* Students will understand professional ethical standards and their relationships to critical professional choices.

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1. **Topical Outline:**

Unit 1: Journalism: Communication as a social phenomenon. Mass Communication

and its process. Normative theories of the Press. Forms and levels

of communication.

Journalism: Profession or craft? Trade or profession?. The role of journalists in society.

Media convergence writing: Print vs Broadcast and Online stories.

Unit 2: The News: What is news? .Types.

Selection of news: The criteria of newsworthiness, qualities and good writing. Agenda setting. Newsmaking. Gatekeeping. The Mirror metaphor.

Where news come from: news providers.

Unit 3: The Journalist: Conducting effective interviews: curiosity and observation. Human

and documentary sources.

Specialized journalism: Beat reporting skills. Government and

Politics. Business and Economics. Health, Science and

Environment. Police and Courts. Sports.

Newscasts. Broadcast writing. Online news. Online writing.

Unit 4: Truth in the

News story: Ethics and Law.: Ethical principles: Ethical decision-making.

Ethical codes. Codes of Conduct. Community standards. Legal

issues.

Historical background: The prehistory. Emergence.

Professionalization. Alternatives. Scholarly approaches. New

directions.

**Tentative Course Schedule :** Time allocation: one semester ; 4 hours a week.

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| Unit | Title of Work | Weeks | Assessment |
|  | **JOURNALISM** |  |  |
| 1 | Communication as a social phenomenon. Mass Communication and its process. Normative theories of the Press. Forms and levels of communication.  *News writing and reporting for today´s media.* Chapter 1. | 1 | Assignment 1 |
| 1 | Journalism: Profession or Craft? Trade or Profession?  The role of journalists in society.  *Handbook of Independent Journalism.* Introduction | 2 | Assignment 2 |
| 1 | Media convergence writing: Print vs Broadcast and Online stories  *The Handbook of Journalism Studies* Chapter10 | 3 | Assignment 3 |
|  | **THE NEWS** |  |  |
| 2 | What is news? .Types.  Selection of news: The criteria of newsworthiness, qualities and good writing.  *Handbook of Independent Journalism.* Chapter 1  *The Handbook of Journalism Studies* Chapter 12 | 4 | Assignment 4 |
| 2 | Agenda setting. Newsmaking. Gatekeeping. The Mirror metaphor.  *The Handbook of Journalism Studies* Chapters 6/11 | 5 | Assignment 5 |
| 2 | Where news come from: news providers.  *The Handbook of Journalism Studies* Chapter 8 | 6 | Assignment 6 |
| 1-2  3 | **MID- TERM TEST**  Conducting effective interviews: curiosity and observation. Human and documentary sources  *Handbook of Independent Journalism.* Chapter 2 | 7 | ----- |
|  | **THE JOURNALIST** |  |  |
| 3 | Specialized journalism: Beat reporting skills. Government and Politics. Business and Economics.  *Handbook of Independent Journalism.* Chapter 6 | 8 | Assignment 7 |
| 3 | Specialized journalism: Health, Science and  Environment. Police and Courts. Sports  *Handbook of Independent Journalism.* Chapters 6 /8 | 9 | Assignment 8 |
| 3 | Newscasts. Broadcast writing. Online news. Online writing.  *Handbook of Independent Journalism.* Chapter 5 | 10 | Assignment 9 |
|  | **TRUTH IN THE NEWS STORY** |  |  |
| 4 | Ethics and Law.: Ethical principles: Ethical decision-making.Ethical codes. Codes of Conduct. Community standards. Legal issues.  *The Handbook of Journalism Studies* Chapter 21 | 11 | Assignment 10 |
| 4 | Historical background: The prehistory. Emergence.  Professionalization.  *The Handbook of Journalism Studies* Chapter 2 | 12 | Assignment 11 |
| 4 | Historical background: Alternatives. Scholarly approaches. New directions.  *The Handbook of Journalism Studies* Chapter 2 | 13 | Assignment 12 |
| 4 |  | 14 | Assignment 13 |
|  | **Total Weeks** | **14** |  |

1. **Course Requirements:**

Summary of student responsibilities:

* Be punctual and attend class meetings.
* Meet all deadlines for this course without exceptions.
* Read assigned material before coming to class. Readings will complement course discussions and allow for a point of conversation.
* Student are expected to take exam on the date and time scheduled ………………

1. **Examination**

According to the art. 24, subsection b from the General Regulation of Undergraduate and Graduate Studies, this professorship will attach to the system of promotion, provided that the student meets these requirements:

1. Passing mid-term exam with a minimum score of 8 (eight) , without either absenteeism or

make-up.

2.Average grades of in class quizzes and assignments should not be lower than 8 (eight). No make-up quizzes will be allowed.

3. 75% attendance.

Those students who do not meet the above requirement , should have to take a Final Comprehensive Exam, according to the art.32 from the General Regulation of Undergraduate and Graduate Studies.

1. **Required and Supplemental Reading**

**Recommended:**

Kovach, Bill and Tom, Rosenstiel, *The Elements of Journalism,* Three Rivers Press, 2001.

Potter, Deborah, *Handbook of Independent Journalism*, Bureau of International Information Programs. USA. 2009.

Wall, Karin and Hanitzschm, Jorgensen Thomas *The Handbook of Journalism Studies* Routledge. Publication. NY. 2009.

**Supplemental:**

Baran, Stanley J. and Dennis K. Davis, *Mass Communication Theory: Foundations, Ferment and*

*Future*, Wadsworth Publishing Company, 2011.

McQuail Dennis, *Mass Communication Theory.* Sage. London. 2000.

Itule Bruce D. and Anderson Douglas A., *News writing and reporting for today´s media.* McGraw

Hill Publication. 2000.

Stein M.L., Paterno Susan and Burnett Christopher R., *News writer´s Handbook : An*

*Introduction to Journalism.* Blackwell Publishing. 2006.

Keeble Richard, *The Newspaper´s Handbook.* Routledge Publication.2006.

Strunk and White, *The Elements of Style.* Copyrighted Material. 2011.

Stein M.L. and Paterno Susan, *Talk Straight, Listen Carefully: The Art of Interviewing,* Iowas State

University Press.2001.

Harrower, Tim*, Inside Reporting,* McGraw Hill, 3rd Edition. 2012.

Bender, John, Davenport Lucinda, Drager Michael W., and Fedler Fred., *Reporting for the*

*Media*, Oxford University Press. 10th Ed. 2012.

*The Associated Press Stylebook and Briefing on Media Law.* The Associated Press. 2014.