

## COURSE GUIDE

2023/24

**Faculty** 323 - Faculty of Social and Communication Sciences

**Cycle** .

**Degree** GPERIO31 - Bachelor's Degree in Journalism

**Year** First year

## COURSE

27090 - Informative Writing

**Credits, ECTS:** 6

## COURSE DESCRIPTION

This course is geared to students majoring in Journalism, Advertising & Public Relations and Broadcasting as a gateway to learning the techniques of Newswriting for the Media. On the one hand, lab assignments are intended to teach students the basic elements to write a news story (headline, lead, nut graph, body&#8230;). On the other hand, theory classes introduce students to journalistic genres, news routines, and journalistic ethics involving news sources, selection of stories, and the different legal and economic contexts in which media professionals develop their work.

## COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

### COMPETENCIES FOR THE TEACHING GUIDES:

The design of the course and the competencies that are taught are framed within the following competencies of the degree:

### GENERAL COURSE COMPETENCIES:

G002- Search, select, prioritize and analyze different sources, adapting journalistic contents to various narrative forms and strategies.

G003- Develop skills and apply technologies, techniques and resources to develop communication and information processes.

G004- Correctly design the formal and aesthetic aspects of the contents according to the characteristics of the different media.

G006- Apply the main journalistic genres and news formats to journalistic work using the own language of each of the media.

### CROSS-CURRICULAR COMPETENCIES:

CT1. Autonomy and self-regulation.

CT5. Information management and digital citizenship.

CT7. Critical thinking.

CT8. Teamwork.

### SPECIFIC COURSE COMPETENCIES:

C1CC01 &#8211; Think, comprehend and identify the main theories, ideas and concepts of the linguistic, economic and historical currents of thought, and apply it to the knowledge of the communication processes.

C1CC02 &#8211; Apply concepts, techniques and methodological procedures to identify documentary sources, cases of analysis, and information and communication issues.

C2CC03- Analyze, interpret and value in a critical way the production of texts, news genres, formats and developments related to the creation of audiovisual and written communication.

C2CC05- Develop strategies of oral, written and audiovisual communication appropriate to the genres and formats of different mass media.

C1CC06 &#8211; Develop skills and abilities for the active participatoin, colaboration and co-responsibility of team work.

Students are expected to:

1- Distinguish the textual features of news stories.

2- Write news stories using the inverted pyramid structure.

3- Express the value of the main elements of a news event.

4- Describe the rights, legal boundaries and media management context involving the practice of journalism.

## CONTENIDOS TEÓRICO-PRÁCTICOS

1- Journalism and the interpretation of facts.

2- News language and features. Textual, visual and mixed news genres.

3- Writing a news story. The concept of a news story. False events. Quotations and attributions. Types of news stories.

- 4- News headlines. Types and features of headlines. Elements of headlines.
- 5- News leads. The first paragraph. History and types of news leads. The 5 Ws.
- 6- The body of a news story. The nutgraph. The inverted pyramid. Other textual structures.
- 7- News values. The concept and effects of agenda setting and gatekeeping. Criteria for news selection.
- 8- News sources. Definition and types of news sources. Source attribution.
- 9- The legal context in the practice of journalism. Freedom of information and its legal boundaries. Professional secrecy and conscience clause. Codes of ethics.
- 10- Media monopolies in Spain. From the state quasi-monopoly to the multimedia companies. The main media corporations. Circulation and audiences.
- 11- Online journalism. Origins and evolution of online journalism in Spain. Online journalism features. Online news genres.

#### NEWS ASSIGNMENTS (14 weeks):

Each student shall bring to class their laptop computer. Laptops shall be previously charged, to work with autonomy during lectures.

The following news assignments are done weekly in the school's classrooms (not in the multimedia labs) and each assignment session takes two hours:

- 1- Traffic accident with deadly victims
- 2- Crime story with deadly victims and additional elements
- 3- Crime story with deadly victims, additional elements and quotes
- 4- Crime story with deadly victims, additional elements and quotes (2)
- 5- Crime story with deadly victims, additional elements, quotes and background
- 6- Crime story without deadly victims, additional elements and quotes (1)
- 7- Crime story without deadly victims, additional elements and quotes (2)
- 8- Crime story without deadly victims, additional elements, quotes and background
- 9- Turning a simple feature story into a news story
- 10- Turning a simple feature story with quotes and background into a news story (1)
- 11- Turning a simple feature story with quotes and background into a news story (2)
- 12- Turning a simple feature story with quotes and background into a news story (3)
- 13- In-depth rewriting of any story written during the semester (1)
- 14- In-depth rewriting of any story written during the semester (2)

#### TEACHING METHODS

The subject is divided into four-hour weekly sessions: two hours for master lessons and two hours for lab assignments. Master lessons will be given in the lecture room assigned to the group. The teaching of these lessons will be reinforced with multimedia resources. The students will be divided into subgroups for the lab assignments, which will be done in the lab and outside the classroom. Students will have to write and rewrite news stories, and use quotations and attributions properly.

#### TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	32				28				
Horas de Actividad No Presencial del Alumno/a	48				42				

**Legend:** M: Lecture-based      S: Seminar      GA: Applied classroom-based groups  
 GL: Applied laboratory-based groups      GO: Applied computer-based groups      GCL: Applied clinical-based groups  
 TA: Workshop      TI: Industrial workshop      GCA: Applied fieldwork groups

#### Evaluation methods

- Continuous evaluation
- End-of-course evaluation

#### Evaluation tools and percentages of final mark

- Written test, open questions 40%
- Exercises, cases or problem sets 60%

#### ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

ORDINARY CALL FOR EXAMINATION

Students will have the choice to take either a final exam or an ongoing evaluation, but not both. That said, it's therefore clear that students who take ongoing evaluation will not be allowed to take the final exam in January. They will have to take the recall exam in June.

a) Ongoing evaluation

Practice. The student will take two exams (practical exercises) during the semester.

Theory. The student will take one exam during the semester.

In order to have the right to take the ongoing evaluation, the student will have to prove a class attendance of at least 80%.

b) Final exam:

In January, students will have to pass an exam that covers both theory and practice, including the lessons and the news assignments taught in class. The exam will last around 3 hours.

The theory exam will consist of a set of questions about the topics discussed in class. Students will have to answer these questions concisely. The weight of the theory exam in the final grade will be 40%.

The practical exam will consist of a practical case: students will have to write a news story about an event using the information given in the exam. This practice exam will include similar story types to those done in class. The weight of the practical exam in the final grade will be 60%.

A requisite for passing the subject is to take both parts (theory and practice) and pass each one of them.

Students will have to obtain at least 2 points out of 4 in the theory exam and 3 points out of 6 in the practical exam. Once both parts (theory and practice) are passed, the grades will be added in order to obtain the final grade.

In case students pass one part of the course in the ordinary exam, the mark of the exam will be saved for the extraordinary call in June.

#### RESIGNATION:

The last day to resign the continuous assessment is 10th November. The student who decides to resign, will send the refusal to the lecturer.

#### EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

Students who have failed the final exam in January &#8211;either the theory, the practice or both&#8211; will have to take the recall exam in June. The recall exam replicates the structure of the first call exam in January both in the theory and in the practical part.

In case students pass one part of the course in the ordinary exam, the mark of the exam will be saved for the extraordinary call in June.

#### MANDATORY MATERIALS

## BIBLIOGRAFÍA

### Basic bibliography

#### RECOMMENDED TEXTBOOK:

HARROWER, T. (2013). Inside Reporting. A Practical Guide to the Craft of Journalism. New York: McGraw-Hill.

#### KEY BIBLIOGRAPHY:

Rich, C. (2015). Writing and reporting news: A coaching method. Cengage Learning.

Gillan, C., & Evans, H. (2010). Essential English for journalists, editors and writers. Random House

Spencer, L. (2004). A Step-by-step Guide to Informative Writing. The Rosen Publishing Group, Inc.

### Detailed bibliography

#### IN DEPTH BIBLIOGRAPHY

Froke, P., Bratton, A. J., McMillan, J., Sarkar, P., Schwartz, J., & Vadarevu, R. (2020). The Associated Press Stylebook 2020-2022 and briefing on media law. The Associated Press.

Puckett, T. (2010). The National Geographic Style Manual. National Geographic Society.

Wroe, A. (2018). The Economist Style Guide. Profile Books

Reah, D. (2002). The language of newspapers. Psychology Press.

Graham, S., MacArthur, C. A., & Fitzgerald, J. (Eds.). (2013). Best practices in writing instruction. Guilford Press.

Barton, D., & Papen, U. (Eds.). (2010). The anthropology of writing: Understanding textually mediated worlds. A&C Black.

Conboy, M. (2013). Journalism studies. Routledge

### Journals

AdComunica

Ámbitos

Estudios sobre Mensaje Periodístico.

Comunicación y Sociedad.

Comunicar

Doxa.

Jakin

Palabra Clave.

Revista Latina de Comunicación.

Telos

Textual and Visual Media

Trípodos

Uztaro

Zer. Revista de Estudios de Comunicación.

### Web sites of interest

#### NEWS AGENCIES

Associated Press. <https://apnews.com/>

EFE (English edition). <https://www.efe.com/efe/english/4>

Reuters. <https://www.reuters.com/>

United Press International. <https://www.upi.com/>

## **OBSERVATIONS**

Students will fail the course if they commit any type of plagiarism in the practical assignments during the semester or in the final theory and/or practical exam according to the Protocol about academic ethics and prevention of dishonest or fraudulent practices in the evaluation exams and academic works at the UPV/EHU, adopted by the University of the Basque Country on May 22nd, 2019.