**Course Syllabus**

1. **General Information**

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| Course name | Journalistic Genres: Press |
| Programme  | Social Communication and Media |
| Level of studies (BA, BSc, MA, MSc, long-cycle MA) | BA |
| Form of studies (full-time, part-time) | full-time |
| Discipline | Social Communication and Media Studies |
| Language of instruction | English  |

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| Course coordinator/person responsible | Paweł Wieczorek |

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| --- | --- | --- | --- |
| Type of class *(use only the types mentioned below)* | Number of teaching hours | Semester | ECTS Points |
| lecture |  |  | 3 |
| tutorial |  |  |
| classes | 30 | II |
| laboratory classes |  |  |
| workshops |  |  |
| seminar |  |  |
| introductory seminar |  |  |
| foreign language classes |  |  |
| practical placement |  |  |
| field work |  |  |
| diploma laboratory |  |  |
| translation classes |  |  |
| study visit |  |  |

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| Course pre-requisites | Knowledge of basic journalistic terms, knowledge of media history, the ability to express yourself through writing  |

1. **Course Objectives**

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| O1 – students acquire knowledge of the press as a genre, including in-depth knowledge of its basic features, means of expression and its correlations with readers' and newsrooms’ expectations  |
| O2 – students learn basic skills in in assessing the quality of articles, their genre consistency and would be able to prepare valuable articles |
| O3 – students understand differences between journalistic genres as well as the importance of writing skills in contemporary journalism |

1. **Course learning outcomes with reference to programme learning outcomes**

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| --- | --- | --- |
| Symbol | Description of course learning outcome | Reference to programme learning outcome |
| KNOWLEDGE |
| K\_W06 | At an advanced level, types and forms of media production, genre characteristics and the principles of their interpretation and functioning in various types of media and communication channels | P6U\_W1 |
| K\_W01 | At an advanced level selected facts, objects and phenomena as well as selected detailed issues in the field of social communication and media studies | P6U\_W1 |
| SKILLS |
| K\_U04 | Use the theoretical knowledge to describe selected social, political, economic, cultural, and legal phenomena and processes of interest to journalism and social communication | P6U\_U1 |
| K\_U05 | Communicate using basic specialized terminology characteristic of journalism and media studies, correctly use this terminology in discussions, negotiations and written assignments | P6U\_U3 |
| SOCIAL COMPETENCIES |
| K\_K01 | Critically assess his/her knowledge and received content, formulate and justify his/her own assessments | P6U\_K2 |
| K\_K04 | Comply with the principles of professional ethics and legal regulations in professional work, public activities and communication | P6U\_K1 |
| K\_K05 | Solve practical problems independently and in justified cases with the help of an expert | P6U\_K2 |

1. **Course Content**

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| Features of the press as a genre. History and specifics of the press. Technical and social conditions for creating articles. What is currently expected of journalistic texts. How to write to interest the reader. The relationship between the press and readers. |

1. **Didactic methods used and forms of assessment of learning outcomes**

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| --- | --- | --- | --- |
| Symbol | Didactic methods*(choose from the list)* | Forms of assessment*(choose from the list)* | Documentation type*(choose from the list)* |
| KNOWLEDGE |
| W\_01 | traditional lecture | test | assessment sheet |
| W\_02 | discussion | writing assignment | assessment sheet |
| SKILLS  |
| U\_01 | conversation lecture | writing assignment | assessment sheet |
| U\_04 | case study | essay | assessment sheet |
| U\_05 | discussion | essay | assessment sheet |
| SOCIAL COMPETENCIES |
| K\_01 | conversation lecture | writing assignment | assessment sheet |
| K\_02 | discussion | essay | assessment sheet |

1. **Grading criteria, weighting factors**

Assessment consists of 2 factors: student grades and class attendance. A student may be absent for 30% classes and this factor is 30% of assessment. 75% is a factor in the grades they get for their work.

Very good

Students know the features of the news sources mentioned in the lectures. They are able to explain their specificity and usefulness for a journalist. They can discuss the use of various sources of news, providing examples and methods of use. They are active during classes.

Good

Students know the features of the news sources mentioned in the lectures. They are able to explain their specificity and usefulness for a journalist. They can’t discuss the use of various sources of news, providing examples and methods of use. They are active during classes.

Satisfactory

Students know the features of the news sources mentioned in the lectures. They are not able
to explain their specificity and usefulness for a journalist. They can’t discuss the use of various sources of news, providing examples and methods of use. They are active during classes.

Poor

Students don’t know the features of the news sources mentioned in the lectures. They are not able to explain their specificity and usefulness for a journalist. They can’t discuss the use of various sources of news, providing examples and methods of use. They are passive during classes.

1. **Student workload**

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| Form of activity | Number of hours |
| Number of contact hours (with the teacher) | **15** |
| Number of hours of individual student work | **25** |

1. **Literature**

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| Basic literature |
| The Associated Press Guide to News Writing, 4th Edition Paperback (2019). Denver: Peterson’s Filak V. (2018). Dynamics of News Reporting and Writing; Journalism in the Digital-First Age. Washington: CQ PressRosenstiel T. (2021). The Elements of Journalism, Revised and Updated 4th Edition: What Newspeople Should Know and the Public Should Expect. New York: Crown |
| Additional literature |
| Conboy, M. (2002). The Press and Popular Culture. London: Sage. Costera Meijer, I., and T. Groot Kormelink (2021). Changing News Use. Unchanged News Experiences? London, New York: Routledge.Gil de Zúñiga, H., and Hinsley, A. (2013). The Press Versus the Public: What is “Good Journalism?” Journalism Studies 14 (6): 926–942. Taylor & Francis OnlineKeeble R. (2005). The Newspapers Handbook 4th Edition. London-New York: RoutledgePeter J. Anderson, Michael Williams & George Ogola (2014). The Future of Quality News Journalism: A Cross-Continental Analysis. London-New York: RoutledgeRich C. (2015). Writing and Reporting News: A Coaching Method. Boston: Cengage LearningSchrøder, K. C. (2015). “News Media Old and New: Fluctuating Audiences, News Repertoires and Locations of Consumption. Journalism Studies.” Journalism Studies 16 (1): 60–78. Taylor & Francis OnlineThe Associated Press Stylebook: 2020-2022 55th Edition. New York: Basic Books |