



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Journalistic Communication

1920-2-E2004P021

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#### Learning area

1: Study of the means by which communication takes place

#### Learning objectives

*Knowledge and understanding*

- Fundamentals of journalistic communication.
- Deontological aspects of journalistic communication
- The many forms of journalistic communication in the current era. Differences and relationships between information, propaganda and advertising.

*Applying knowledge and understanding*

- Knowing how to recognize and effectively communicate the news
- Knowing how to recognize and use the main techniques of journalistic writing

#### Contents

The course will provide students with a precise idea of the journalist's work and of its continuous evolution. Students will be guided to write articles for traditional and online media.

## **Detailed program**

Starting from the analysis of journalistic content, students will write articles to be published online. Classroom discussions will serve to reproduce the environment of a newsroom. News search, evaluation of importance and planning for publication. Knowledge of the code of ethics and information charts. The written articles will also be supplemented by video interviews for online publication.

## **Prerequisites**

None

## **Teaching methods**

Exercises in class and in the field for the creation of articles to be published online.

## **Assessment methods**

The participation, the preparation of the articles and the publication constitute the elements of evaluation at the end of the course.

## **Textbooks and Reading Materials**

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