UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

# SYLLABUS DEL CORSO

# Comunicazione Giornalistica

**2122-2-E2004P021**

## 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 continuos 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, fact-checking, evaluation of importance and planning for publication. Knowledge of the code of ethics and information charts. Students will acquire hands-on experience in producing journalistic content suitable for publication.

## Prerequisites

None.

## Teaching methods

In-class and field exercises aimed at producing publication-ready articles.

*Lessons will be held in presence, unless further COVID-19 related restrictions are imposed.*

## 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