

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

# **SYLLABUS DEL CORSO**

# **Comunicazione Giornalistica**

2223-2-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

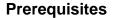
- Knowing how to recognize and effectively communicate the news
- · Knowing how to recognize and use the main techniques of journalistic writing

#### **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.



None.

## **Teaching methods**

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

#### **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**

**Sustainable Development Goals**