



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Journalistic Communication

2425-2-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, 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.

The lessons are partly lecture-based, with case study analysis and journalism communication theory, and partly workshop-based with instructor supervision. No hours are provided remotely. Language: Italian.

## **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**

No specific texts are planned. Documents found on the web will be used.

## **Sustainable Development Goals**

DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE

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