UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Journalistic Communication

2425-2-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.

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