

# Syllabus “Introduction to Mass Media”

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## INTRODUCTION TO TV AND RADIO

	THEORETICAL APPROACH	BIBLIOGRAPHY / FURTHER READING or Audiovisual support	ACTIVITIES
Session 1	<p>Introduction to the structure course: Objectives, methodology and evaluation system to be followed.</p> <p>The importance of mass media in our lives: an introduction. Are we conscious about how mass media influence every sector of society? Why are mass media considered the fourth power?</p> <p>Birth and importance of the newspapers, radio and the TV as hegemonic traditional mass media.</p> <p>Some general theories about mass media</p>		
Session 2	<p>An introduction to written journalism: The journalistic language. Characteristic of the journalistic speech.</p>		<p>Different models of western papers/news will be shown as examples. Students will be introduced in the</p>

	<p>The myth of objectivity.  The 5 W's of the news and their use: who, what, when, why, how...  How to recognise the journalistic values of the news.  The parts of the news: heading / lead / main body / special attributes.  How to write news. The structure of the inverted pyramid.</p>		<p>practise of trying to write some news: for example, they will need to look for the heading of a given information, they will summarise the most important facts of a given information, etc.</p>
<p>Session 3</p>	<p>The journalistic genres.</p> <p>Facts and Opinions: informative, interpretative and editorial genres.</p> <p>Characteristics and typology: News, chronicle, interview, reportage.</p>		
<p>Session 4</p>	<p>Introduction to Radio and TV.</p> <p><b>Diferent types of radio:</b></p> <p>Typology of programs  Modes of podcasts  The use of the mixer</p> <p><b>Diferent types of TV:</b></p> <p>Different models of public TV in the western world: BBC, Public Broadcasting Service, Arte France.</p>		<p>From a practical point of view this course aims at showing how to elaborate very short audiovisuals pieces of information. With the support of the smartphone and online editors such as the Youtube software students will first approach to the journalistic style and languages, practising on key audiovisual issues such as the composition of the image, the audio recording, the use of the light, the edition, etc.</p>

## SPEZIALISED JOURNALISM

	THEORETICAL APPROACH	BIBLIOGRAPHY / FURTHER READING	ACTIVITIES
Session 5	<p><b>TV:</b> The Informative Programs (News, Reportages, Documentaries):</p> <ul style="list-style-type: none"> <li>- The “TV journalistic style”</li> <li>- Different TV News models: CNN, BBC, Aljazeera...</li> <li>- Examples</li> </ul>	<p>Debate around the video: “How the news distort our worldview”</p> <p><a href="https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news">https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news</a></p>	<p>We will see some results of Video recording. We will explain the importance of audio recording, the use of the light, the edition, etc.</p>
Session 6	<p><b>The TV Entertainment Programs:</b> Talk Shows, Travel, Sports, Reality TV, Soap Opera.</p> <ul style="list-style-type: none"> <li>-Typology and characteristics</li> <li>-The “Big Brother phenomenon” and the “post-reality TV”</li> <li>-Travel programs as a convergent infotainment genre</li> <li>- Soap Opera as an international phenomenon</li> <li>- Examples</li> </ul>		<p>We will see some results of Video recording.</p>
Session 7	<p><b>Spezialized Journalism:</b> Conflict Journalism Travel Journalism</p>		<p>Students will also have access to travel documentaries and films</p>
Session 8	<p><b>Spezialized Journalism:</b> Intercultural Journalism Economic Journalism</p>		

## INTRODUCTION TO NEW MEDIA

	THEORETICAL APPROACH	BIBLIOGRAPHY / FURTHER READING	ACTIVITIES
Session 9	<p>Introduction to new digital media</p> <p>Differences between traditional and digital media.</p> <p>Potentialities of the digital technologies and narratives in Journalism.</p> <p>The participative culture</p>		
Session 10	<p>Multimedia, Cross Media and Transmedia Journalism</p>	<p><b>Kevin Moloney (2014).</b>  <i>Transmedia Journalism.</i>  <i>Porting Transmedia</i>  <i>Storytelling to the news business.</i>  <a href="http://transmediajournalism.org/category/what-is-transmedia-storytelling/">http://transmediajournalism.org/category/what-is-transmedia-storytelling/</a></p>	
Session 11	<p>Interactive Documentaries</p>		
Session 12	<p>Gamification and Journalism</p> <p>Virtual Reality in Journalistic contexts</p>	<p>Richardin, Anais (2012)            Gamification. When modern journalism meets games.  <a href="https://anaisrichardin.wordpress.com/2012/01/19/gamification-when-modern-journalism-meets-games/">https://anaisrichardin.wordpress.com/2012/01/19/gamification-when-modern-journalism-meets-games/</a></p>	

COMMUNICATION AND SPECIAL FIELDS OF ACTION

	THEORETICAL APPROACH	BIBLIOGRAPHY / FURTHER READING	ACTIVITIES
Session 13	Communication and Development: how to use communication for social change and transformation.		
Session 14	Communication and Education  What is Media Literacy and what is it used for? Examples and good practices.  Media Education in the XXI century.	Jenkins, Henry (2009). <i>Confronting the challenges of participatory culture. Media Education for the XXI century</i> <a href="https://goo.gl/gQOYE1">https://goo.gl/gQOYE1</a>	
Session 15	Educational Tv. Cinema and Education New media for education.		
Session 16	Final exam		<p><b>** STUDENTS' EVALUATION SYSTEM</b></p> <p>This course will be accompanied by a final multi-choice exam based on the main theoretical concepts studied all along the four weeks. The mark of the final assessment will be complemented by two more activities: the first one is the writing of a paper reflecting on one of the issues of the course and secondly, a practical activity.</p>