

Syllabus “Introduction to Mass Media”

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	THEORETICAL APPROACH (2 HOURS)	BIBLIOGRAPHY / FURTHER READING or Audiovisual support	ACTIVITIES PRACTISE (2 HOURS)
	SESSIONS OF 4 HOURS DAYLY – 2 WEEKS FROM TUESDAY TO FRIDAY FROM JULY 24TH TO AUGUST 3RD Time table: from 14:00 to 18:00		
Session 1 Tuesday July 24 th	<p>The importance and characteristics of Mass Media.</p> <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>Mastering mobile Video production</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>
Session 2 Wednesday July 25 th	<p>Evolution of media and General Theories</p> <p>Birth and importance of the newspapers, radio and the TV as hegemonic traditional mass media.</p>		<p>Video production</p>

	Some general theories about mass media, communication and information		
Session 3 Thursday July 26th	Introduction to Written Journalism and Journalistic genres An introduction to written journalism: Facts and Opinions: informative, interpretative and editorial genres. Characteristics and typology: News, chronicle, interview, reportage. The journalistic language. Characteristic of the journalistic speech. 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.		Exercising written journalism WRITING NEWS ARTICLE_MIDDLE (To be printed) A set of exercises writing news articles: (quizz, main elements of a news article, headline news, facts or opinion, edition, creativity). Different models of western papers/news will be shown as examples. Students will be introduced in the 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.
Session 4 Friday July 27th	TV informative and entertainment genres Diferent types of TV: <ul style="list-style-type: none"> Different models of public TV in the western world: BBC, Public Broadcasting Service, Arte France. The Informative Programs (News, Reportages, Documentaries): <ul style="list-style-type: none"> The "TV journalistic style" Different TV News models: CNN, BBC, Aljazeera... 	Debate around the video: "How the news distort our worldview" https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news	Producing our own written news (Exercising written journalism) Students will work at campus and bring their own news (based on interviews, with at least two different sources). It can be an organized event or a free news. Students can register also audiovisually for a tv reportage

	<ul style="list-style-type: none"> • Examples <p>The TV Entertainment Programs:</p> <ul style="list-style-type: none"> • Talk Shows, Travel, Sports, Reality TV, Soap Opera. • Typology and characteristics. • The “Big Brother phenomenon” and the “post-reality TV”. • Travel programs as a convergent infotainment genre. • Soap Opera as an international phenomenon. • Examples. 		
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	THEORETICAL APPROACH	BIBLIOGRAPHY / FURTHER READING	ACTIVITIES
Session 5 Tuesday July 31h	Introduction to new digital media <ul style="list-style-type: none"> • Differences between traditional and digital media. • Potentialities of the digital technologies and narratives in Journalism. • The participative culture 	Jenkins, Henry (2009). <i>Confronting the challenges of participatory culture. Media Education for the XXI century</i> https://goo.gl/gQOYE1	Practise
Session 6 Wednesday August 1st	Multimedia, Cross Media and Transmedia Journalism	Kevin Moloney (2014). <i>Transmedia Journalism. Porting Transmedia Storytelling to the news business.</i> http://transmediajournalism.o	Practise

		ig/category/what-is-transmedia-storytelling/	
Session 7 Thursday August 2nd	Gamification and Journalism Virtual Reality in Journalistic contexts Interactive Documentaries	Richardin, Anais (2012) Gamification. When modern journalism meets games. https://anaisrichardin.wordpress.com/2012/01/19/gamification-when-modern-journalism-meets-games/	Practise
Session 8 Friday August 3rd	Journalism and critical thinking: how to use communication for social change and transformation.		
	Final Exam		STUDENTS' EVALUATION SYSTEM 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.