

UNIVERSIDAD DEL SAGRADO CORAZÓN
ESCUELA DE COMUNICACIÓN FERRÉ RANGEL

SYLLABUS

TITLE: Fundamentals of Journalism

CODE: PER 229

PREREQUISITE: CMU 101

CREDITS: 3 credits, 3 hours per week, 1 semester

DESCRIPTION

Historical and methodological development of printed and electronic journalism. Its function in society at different times and places. Current condition of the information company. Introduction to the theory of journalism and the structure of simple news.

JUSTIFICATION

The student who aspires a career in the field of information must have a broad knowledge about journalism: origin, foundations and current condition. This knowledge provides a solid and realistic base to the professional practice and a skillful, analytical and critic performance.

OBJECTIVES

By the end of the course, the student will be able to:

1. Describe the historical development of journalism.
2. Describe the historical development of the press in Puerto Rico and its current status.
3. Recognize the news as a product of an organization managed and structured as a commercial enterprise.
4. Analyze informational products by using the terminology of journalism theory and new journalistic trends.
5. Describe and judge the value of information sources.
6. Explain the fundamentals of the print and digital news.
7. Select the appropriate journalistic genre and structure to construct messages, according to the available information.
8. Valorize the national and international events outlined in the media of Puerto Rico.
9. Judge journalistic cases guided by the ethics of the profession.

CONTENT

- I. Journalism
 - A. Definition
 - B. Functions: to inform, form, entertain and sell
 - C. The audience
 - D. Journalistic trends
 1. Social journalism
 2. Community journalism
 3. Precision journalism
 4. Other
- II. History of journalism
 - A. Origins and global development
 - B. Development of the journalism in Puerto Rico
- III. Journalistic business
 - A. Investment, technology and profit
 - B. Press agencies
 - C. Departments
 - D. The newspaper
 - a. Types
 - b. Newspaper design
 - E. Electronic media journalism: Radio and television
- IV. Genres of journalism
 1. Informative
 - a. The news
 - i. General concepts: event, information, news
 - ii. Elements that give news informational value
 - iii. Sources: types and value
 - iv. Structure: Inverted pyramid
 - b. Chronicle
 - c. Reporting
 - d. Feature
 2. Formative genres
 - a. Editorial
 - b. Article
 - c. Critic
- V. Social function of journalism and journalistic ethic

- A. Supervise
- B. The "fourth power"
- C. Democratic process

INSTITUTIONAL STRATEGIES

Discussion
News analysis
Conference
Oral presentations

EVALUATIONS

| | |
|---|-------------|
| Partial exams | 50% |
| Quizzes, assignments and oral presentations | 25% |
| Final exam or investigative project | <u>25%</u> |
| Total | 100% |

BIBLIOGRAPHY

A mal tiempo... buena cara: El humor en el periodismo puertorriqueño. (2003)

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Iowa.

Kovach, Bill y Rosenstiel. Tom. (2003). **Los elementos del periodismo**. El País. Santillana.
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Maisonet, Ivette. (2006). "Cronología selectiva del periodismo puertorriqueño". Fotocopias de la
autora.

Martín, Stella. (2000). **Periodismo, noticia y noticiabilidad**. Norma. Bogotá.

Martínez Albertos, José Luis. (2002) **Redacción periodística: los estilos y los géneros en la
prensa escrita**. Editorial A.T.E., Barcelona.

Miralles, Ana María. . (2001). **Periodismo, opinión pública y agenda ciudadana**. Norma.
Bogotá.

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José A. (1985). **Panorama del periodismo puertorriqueño**. Uprex, Río Piedras.

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Bogotá.

The electronic data bases that the Madre María Teresa Guevara Library is directly subscribed and through the COBIMET Consortium, include documents, articles of magazines and newspapers and other resources related to the topics of the course. To access from anywhere in the University, write the address <http://biblioteca.sagrado.edu/>, select Virtual Library and the page where you can access the databases, by discipline or in alphabetical order. To access outside the University, write the address <http://biblioteca.sagrado.edu/>, select Virtual Library and the page where you can access the databases, by discipline or in alphabetical order.

Write the username and password (The username and password sign, request them personally in the Library).

ONLINE RESOURCES

American Journalism Review Newslink (<http://ajr.org>)

American Society of Newspaper Editors (<http://asne.org>) Columbia Journalism Review (<http://cjr.org>)

Editor and Publisher Interactive (<http://mediainformation.com>) International Federation of Journalists (www.ifj.org)

New Ibero-American Journalism Foundation (www.fnpi.org) National Center on Disability and Journalism (<http://ncdj.org>) National Lesbian and Gay Journalist Association (<http://nlgja.org>) Newspaper Association of America (<http://naa.org>)

Online Journalism Review, University of Southern California (<http://ojr.edu>) Pointer Institute of Media Studies (<http://pointer.org>)

Inter-American Press Association (www.sipiapa.com)

Society of Professional Journalist (<http://spj.org>)

The Quill Magazine (<http://spj.org>)

The New Republic Online (<http://thenewrepublic.com>)

Any students needing reasonable accommodation should request it at the Associate Dean of Student Affairs office.

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