Syllabus

English for Journalism

COURSE DESCRIPTION

A course for the undergraduate students of educational program "Journalism"

Course type: elective (blended)

The part of course: https://www.coursera.org/learn/journalism

Abstract:

This course is designed for non-native English speakers who are interested in developing the skills needed for a career in modern journalism. In this course, you will explore print and digital media through authentic readings and video lectures, while expanding your vocabulary and increasing your ability to read, research, and develop local and global news stories. Unit 1 will provide an introduction to the history and principles of journalism. In unit 2, you will learn how to research, pitch, and interview. The next unit in the course will focus on the language needed to write newspaper and magazine articles, while unit 4 will cover the basics of broadcasting the news. In the final unit of the course, you will analyze the growth, impact, and challenges of digital news, while completing a reflection assignment that allows you to think about and discuss the recent changes to the field of journalism.

COURSE PLAN

Unit 1: Introduction and Principles of Journalism

In this unit, you will first learn about how the course works. Then we will explore the history of journalism, as well as important principles, or ideas, that make good journalism possible.

Unit 2: How to Research, Pitch, and Interview

This unit will show you how journalists choose their topics and stories. You will also learn how journalists research their stories and interview their sources.

Unit 2: How to Research, Pitch, and Interview: Lesson Choices

Choice 1: This is the recommended option. | Choice 2: Complete this option if you cannot record a video.

Unit 3: Words in Print

This unit will help you to write briefly and with emphasis, create a lead that makes the audience want to read more, and effectively edit and proofread article drafts. At the end of the unit, you will create a lead and write an article based on that lead.

Unit 4: Broadcasting the News

In this unit, we will focus on speaking skills for delivering the news. At the end of the unit, you will write a script and read a news report for other students to listen to.

Unit 4: Broadcasting the News: Lesson Choices

Choice 1: This is the recommended option. Choice 2: Complete this option if you are unable to complete the video recording.

Unit 5: Journalism in the Digital Age

The final unit of this course discusses how journalism is changing fast because of digital technologies. At the end of the unit, you will describe data about the news and complete a reflection assignment that allows you to think about and discuss the recent changes to the field of journalism.

READING LIST

Required:

- Conboy M. The Language of Newspapers: Socio-historical Perspectives. Bloomsbury Publishing PLC, 2010 — URL: https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=601688&query=English+for+Journalism — ProQuest Ebook Central
- Andreas H. Jucker. Social Stylistics: Syntactic Variation in British Newspapers. De Gruyter, Inc., 1992 — URL: https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=938691&query=English+for+Journalism — ProQuest Ebook Central

Optional:

- Esam N. Khalil. Grounding in English and Arabic News Discourse. John Benjamins Publishing Company, 2000 — URL: https://ebookcentral.proquest.com/lib/hselibrary-ebooks/detail.action?docID=622636&query=English+for+Journalism — ProQuest Ebook Central

GRADING SYSTEM

Cumulative grade according to 10-point system includes all the for required assignments. The cumulative grade will be determined in advance of the final exam. It includes percentages for the various activities as follows:

Test Assessment 1: What do we expect from the media? (Survey) — 5%

Test Check Your Understanding: American Editorial Cartoons — 3%

Test Check Your Understanding: Hearst and the Growth of US Journalism — 3%

Test Check Your Understanding: "Media Freedom is Important. Here's what you can do." — 3%

Test Check Your Understanding: "Want to be a good reporter? Follow these tips." — 3%

Test Check Your Understanding: Times are Changing in Havana, Cuba — 3%

Test Check Your Understanding: Video interview with a student journalist — 3%

Test Check your Understanding: "Turning the Page on Homelessness" — 3%

Test Check Your Understanding 2: "Thai Health Policy Seen as Model for Emerging Economies" — 3%

Test Check Your Understanding: "With billions to feed, sustainable agriculture is not a luxury" — 3%

Unit 3, Assessment 2: Write an article based on the lead you created in Assessment 1.b — 13%

Test Check your Understanding 1: Listening: "VOA Fast Five" — 3%

Test Check Your Understanding 2: "Studying Broadcast Journalism Gives Student an Opportunity to Learn about News Worldwide" — 3%

Test Assessment 1: Rewrite your article as a copy for a broadcast — 5%

Test Check your Understanding: Mapping the Digital Divide — 3%

Test Assessment 1: Choose the Factually Accurate Data Commentary — 5%

Test Check Your Understanding: Freedom of Expression: A Practical Approach to Journalism Ethics — 3%

Test Check Your Understanding: Egypt Clamps Down on Media Ahead of 'Arab Spring' Anniversary — 3%

Unit 5 Assessment 2: How has digital journalism affected traditional journalism? — 10%

Unit 2: How to Research, Pitch, and Interview: Lesson Choices. Complete one or more. The highest score will be used.

Unit 2 Assessment 1: Create a Pitch — 10%

Unit 2 Assessment 1: Create a Written Pitch — 10%

Unit 4: Broadcasting the News: Lesson Choices. Complete one or more. The highest score will be used.

Unit 4 Assessment 2: Present your script — 10%

Unit 4 Assessment 2: Written Option — 10%

When converting the grade into a 10-point GRADING SYSTEM to determine the

final result, the following formula will be applied.

Final grade is formed as follows:

- Cumulative grade — 80%;

- Final exam — 20 %.

- The final exam contains questions studied during online course.

The final grade is rounded up by arithmetic rules.

- **SPECIAL EQUIPMENT AND SOFTWARE SUPPORT**

A personal computer with the Office suite, a sound system and a monitor for
demonstration purposes.