

<p>1. Unidade curricular/Curricular Unit: a) Designação: Elementos do Jornalismo <i>Name:</i> The Elements of Journalism b) Número de vagas/Vacancies: 30</p>
<p>2. Código da unidade curricular/Curricular unit code: [Não Preencher]</p>
<p>3. Faculdade/Faculty: Faculdade de Ciências Sociais e Humanas</p>
<p>4. Unidade de Investigação/Research Unit: IC NOVA</p>
<p>5. Curso/Course: Opção livre aberta a todos os cursos de licenciatura</p>
<p>6. Nível do curso/Course Level: Licenciatura/Undergraduate</p>
<p>7. Carácter da unidade curricular: Opcional/Optional</p>
<p>8. Tipo da unidade curricular/Type of curricular unit: Unidade Curricular Letiva</p>
<p>9. Percentagem de aulas práticas/Percentage of practical classes: 50% (licenciatura/mestrado)</p>
<p>10. Ano do plano de estudos/Syllabus year: Qualquer (só para licenciatura)</p>
<p>11. Semestre/Semester: 1.º semestre/1st semester</p>
<p>12. Número de créditos/Number of credits: 6 (só para licenciatura)</p>
<p>13. Docente ou Investigador responsável/Teacher or principal researcher: Responsável: António Granado; Docente: Walter Dean. The course will be taught by Walter Dean, a former broadcast journalist, researcher, and author who directed the Committee of Concerned Journalists education program and has conducted Elements of Journalism seminars for journalists in Portugal and more than two-dozen other countries, primarily in Europe and the Middle East.</p>
<p>14. Número de horas por sessão/Number of hours per session: 2 (para licenciatura) b) Número de sessões por semestre/Number of hours per semester: 32 (só para licenciatura) c) Periodicidade/periodicity: Semanal d) Período de funcionamento/Class period: 18 de Setembro - 20 de Dezembro 2018</p>
<p>15. Objetivos da unidade curricular/Learning objectives (máx. 200 palavras; expostos em termos do que se espera que o aluno adquira): The course is an expanded version of what began a decade ago as the Committee of Concerned Journalists’ Traveling Curriculum, a highly acclaimed mid-career training program based on The Elements of Journalism and informed by sessions with more than 10-thousand journalists at 150 news organizations around the world, including two-week seminar programs for Portuguese journalists sponsored by FLAD that were held annually in Washington, DC.</p>

The course will identify the factors that produce journalism's special and unique value and that separate it from everything else in the multi-media news and information universe. Students will examine what journalists do, how they do it, and why it's important and, in the process, become more conscious decision-makers and more effective journalists. The course is not ethics or skills training, but includes both to bridge theory with everyday work. It relies heavily on Socratic method, case studies, small group exercises, and large group discussions so attendance is mandatory and participation key. The course is based on the universal principles identified in *The Elements of Journalism*, now in 38 languages, *We Interrupt this Newscast*, the most extensive study of broadcast news content ever, and the experiences of journalists who produce content on a variety of delivery platforms – on paper, on air, and on line.

16. Competências gerais do grau/General skills of the degree: a); b); c); d); e); f)

17. Competências específicas do curso/Specific Course skills: Não aplicável./Not applicable

18. Requisitos de frequência/Attendance requirements: A unidade será leccionada em língua inglesa. Horário proposto: Terças e quintas-feiras - 10h00-12h00; Tue and Thu - 10am-12pm

19. Conteúdo da unidade curricular/Syllabus (máx. 200 palavras):

Week 1 - What is journalism, what makes it special, and why is it important?

Week 2 - Understanding analytics – ratings, metrics, and content analysis.

Week 3 – An Element of Journalism: Proportionality

Week 4 – The Characteristics of Effective Stories

Week 5 – An Element of Journalism: Relevance

Week 6 – An Element of Journalism: Verification

Week 7 – Engaging the On-line and Social Media Audience

Week 8 – Covering Beats and the Community

Week 9 – An Element of Journalism: Covering politics and campaigns

Week 10 – An Element of Journalism: Watchdog and Investigative Reporting

Week 11 – An Element of Journalism – Independence and Conscience during crisis, emergency or war

Week 12 – An Element of Journalism – Understanding Bias

Week 13 - Students's presentations

Week 14 - Students's presentations

20. Bibliografia recomendada/Recommended reading: (máx. 5 títulos. Por ordem decrescente de

data de edição.)

1. 1. Kovach, Bill and Tom Rosenstiel (2014) *The Elements of Journalism, Revised and Updated 3rd Edition: What Newspeople Should Know and the Public Should Expect* , Three Rivers Press.
2. 2. Houston, Brant (2014) *Computer-Assisted Reporting: A Practical Guide Spiral-bound* – November 23, 2014, Routledge, 4th edition.
3. 3. Wenger, Debora Halpern and Deborah Potter (2014) *Advancing the Story: Broadcast Journalism in a Multimedia World*, CQ Press.
4. 4. Lanier, Jaron (2011) *You Are Not a Gadget: A Manifesto*, Vintage, Reprint edition.
5. 5. Rosenstiel, Tom, Marion Just, Walter Dean, Todd Belt, Atiba Pertilla and Dante Chinni (2007) *We Interrupt This Newscast: How to Improve Local News and Win Ratings, Too*, Cambridge University Press.

21. Métodos de ensino/Teaching Methods: Much of the course is based on case studies, socratic questioning, small group exercises and large group discussions; Participation in classes is crucial. The instructor will assign some "homework" in the form of case studies, exercises in such things as basic content analysis and civic mapping, or entertain papers or projects.

22. Métodos de avaliação/Assessment methods: Participation in class discussions - 50 percent
Two short essays on issues/case studies discussed in class - 50 percent

23. Língua de ensino/Teaching language: English