

<p>1. Unidade curricular (UC)/Curricular Unit</p> <p>a) Designação: Elementos do Jornalismo no Mundo Multimédia</p> <p>Name: Elements of Journalism in the Multimedia World</p> <p>b) Número de vagas/Vacancies: 25</p>
<p>2. Pequeno texto introdutório que deve refletir, o enquadramento da UC proposta na oferta curricular da NOVA FCSH, bem como, o carácter inovador ou a complementaridade com outras UC's existentes.</p> <p>A unidade Elementos do Jornalismo é baseada no trabalho fundamental de Kovach and Rosenstiel e leccionada na NOVA FCSN por um dos seus mais proeminentes divulgadores. O contacto com um método de ensino inovador numa temática crucial no campo do Jornalismo é essencial para os alunos da área de Comunicação e serve também alunos de todas as outras áreas da Faculdade, que podem frequentar esta unidade como um primeiro contacto com o campo.</p>
<p>3. Código da unidade curricular/Curricular unit code: [Não Preencher]</p>
<p>4. Faculdade/Faculty: Faculdade de Ciências Sociais e Humanas</p>
<p>5. Unidade de Investigação/Research Unit: ICNOVA</p>
<p>6. Curso/Course: Opção livre aberta a todos os cursos de mestrado</p>
<p>7. Nível do curso/Course Level: Mestrado</p>
<p>8. Carácter da unidade curricular: Opcional/Optional</p>
<p>9. Tipo da unidade curricular/Type of curricular unit: Unidade Curricular Letiva</p>
<p>10. Percentagem de aulas práticas/Percentage of practical classes: Selecionar uma opção</p>
<p>11. Ano do plano de estudos/Syllabus year: 1.º ano</p>
<p>12. Semestre/Semester: 1.º semestre/1st semester</p>
<p>13. Número de créditos/Number of credits (1 crédito = 28h): 10 ECTS (mestrado)</p>
<p>14. 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>15. Número de horas por sessão/Number of hours per session: 3 horas (mestrado)</p> <p>b) Número de sessões por semestre/Number of hours per semester: 16 horas (mestrado)</p> <p>c) Periodicidade/periodicity: Semanal</p>

<p>d) Período de funcionamento/Class period: Tuesdays, 6-9pm, Room B2 82</p>
<p>16. Objetivos da unidade curricular/Learning objectives (máx. 200 palavras; expostos em termos do que se espera que o aluno adquira): The course will identify the factors that produce journalism’s unique value and consider whether those practices remain relevant today. By examining what journalists do, how they do it, and why it’s important, students will become more conscious decision-makers and more effective journalists. The course is not ethics or skills training, but includes both by bridging theory with practice.</p> <p>At the end of this course, students will be able to</p> <ol style="list-style-type: none"> 1. Examine sources of news and information to consider what is and is not “journalism;” 2. Identify the characteristics of stories that engage audiences on different platforms – on-line, TV, radio, and print; 3. Dissect government, political and social issue coverage to discover how to find more relevant stories and report them in ways that produce larger audiences and greater impact. 4. Examine issues involving verification, bias and ethics, investigative and crisis reporting, covering community and government, and campaigns and politics. 5. Apply a new approaches and techniques to create better journalistic “products” that are more rewarding and more successful.
<p>17. Competências gerais do grau/General skills of the degree: a); b); c); d) ;e); f)</p>
<p>18. Competências específicas do curso/Specific Course skills: Não aplicável./Not applicable.</p>
<p>19. Requisitos de frequência/Attendance requirements: [Não aplicável / (especifique os pré-requisitos, e.g. nível de domínio de língua estrangeira, unidades curriculares específicas que o aluno deve ter completado, etc.)]</p>
<p>20. Conteúdo da unidade curricular/Syllabus (máx. 200 palavras):</p> <p>Week 1 (Sep 17) – The state of the media – past, present, and future.</p> <p>Week 2 (Sep 24) – Elements of “the news.”</p> <p>Week 3 (Oct 1) - Engagement and proportionality.</p> <p>Week 4 (Oct 8) - Characteristics of effective stories.</p> <p>Week 5 (Oct 15) - The role of relevance.</p> <p>Week 6 (Oct 22) – The discipline of verification.</p> <p>Week 7 (Oct 29) – Covering politics and campaigns.</p> <p>Week 8 (Nov 5) - Covering beats and the community.</p>

Week 9 (Nov 12) - Watchdog and investigative reporting.

Week 10 (Nov 19) - Digital and social media.

Week 11 (Nov 26) – Independence during crisis and war.

Week 12 (Dec 3) – The misunderstood role of bias.

Week 13 (Dec 10) Students' presentations

Week 14 (Dec 17) Students' presentations

21. Bibliografia recomendada/Recommended reading: (máx. 5 títulos. Por ordem decrescente de data de edição.)

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. Kovach, Bill and Tom Rosenstiel (2010) *Blur – How to Know What’s True in the Age of Information Overload*, New York: Bloomsbury.

3. 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.

4. Kovach, Bill and Tom Rosenstiel (1999) *Warp Speed, America in the Age of Mixed Media*, Century Foundation Press.

5.

22. Métodos de ensino/Teaching Methods: Teaching and discussion will be in English and all case studies and student project reports will be in written English. Because the course relies heavily on Socratic method, case studies, small group exercises, and large group discussions, class attendance is MANDATORY and all students will be expected to contribute to the conversation.

23. Métodos de avaliação/Assessment methods: The class will meet once a week (on Tuesdays) and grades will be based on attendance, the level and quality of participation, and on two individual projects each student will complete outside of class. Participation in class discussions - 50 percent
Two short essays on issues/case studies discussed in class - 50 percent

24. Língua de ensino/Teaching language: Inglês/English