# Writing Workshop for Journalism and Communication (Basic)

## Prof. Francesca Sandrini

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The workshop seeks to

1. introduce students to journalism as a profession;
2. provide them with the basic rudiments of journalistic writing;
3. in light of the previous aims, orient them in the choice of their studies and of potentially enriching experiences in the context of journalistic publications.

At the end of the workshop, students will be able to:

1. identify the different people working on a newspaper;
2. identify the different articles which could be included in a newspaper, with reference to television reports and online articles;
3. writing a news article according to the basic rules (attack-development-conclusion, “5 W”, sources);
4. headlining articles;
5. prepare an interview (gathering information, order of questions, recording);
6. writing an interview (attack, question-answer, conclusion);
7. transforming a press release into a piece of journalism;

***COURSE CONTENTS***

The workshop is divided into a series of ten meetings for a total duration of 30 hours.

Each meeting is divided into several parts:

1. a theoretical part, in which the lecturer illustrates a series of specific journalistic writing techniques;
2. a practical part, in which students test themselves on the basis of what they have learned;
3. the students' projects are then collected by the lecturer and marked elsewhere: at the next meeting, they are reviewed collectively and discussed; in this way the students have the opportunity to consolidate their skills.

It is obvious that each meeting is linked to the one before and after it, therefore, attendance is strongly recommended.

The contents are as follows:

* Introduction to the journalistic profession, the structure of an editorial company and a journalistic editorial staff. Writing test.
* Press agencies, the structure of a newspaper article. Practice in writing an article based on agency dispatches.
* The hierarchisation of information: the difference between choice and summary. Practice in summaries.
* The title. Practice in titling.
* The press release: the different types of press release. Practice in writing an article based on press releases.
* The interview: how to prepare it, how to write it. Exercises on interview preparation.
* The journalist's point of view: the difference between a news article, commentary and review. Practice in writing a review.
* From paper to the Web: similarities and differences.
* Visit to the editorial staff of the Giornale di Brescia.

***READING LIST***

P. FERRARI, *Il giornalismo e la rivoluzione di internet,* EDUCatt Università Cattolica

***TEACHING METHOD***

The idea is to reproduce in class a series of experiences similar to those that could occur within a journalistic publication, with particular attention to the activity of the reporter (but not only).

The theoretical part always precedes the practical part.

During the workshop, students have the opportunity to work on original material: agency dispatches, press releases, newspaper articles.

The visit to the Giornale di Brescia will give students the opportunity to take a close look at the premises of a newspaper (which is home to a printed and online newspaper, a television and a radio) and to meet other journalists besides the lecturer.

Attendance of at least 22.5 hours of the total 30 hours scheduled is mandatory.

***ASSESSMENT METHOD AND CRITERIA***

Students are assessed on an ongoing basis during the workshop: each meeting includes a test that is marked by the lecturer and delivered at the next meeting together with observations and suggestions.

In the final assessment, particular importance is placed on the student's attendance record, active participation and ability to put into practice the series of skills learned.

***NOTES AND PREREQUISITES***

Students should have sound knowledge of Italian grammar and vocabulary as well as interest in the world around them.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.