Integrated Journalism Workshop Model Course

Integrated journalism with own media publications

Selection criteria: This course is an example of how several projects and the university's own media outlets become connected through a single subject. Students interested in becoming editors and multimedia journalists, can gain practical experience in the faculty in a context where they might not have enough camera/micro time during class. In "Atelier Integrado de Jornalismo" they are "regular journalists" and become content providers for the faculty's own media (JPN and JPR).

Universidade de Porto, Portugal
Faculdade de Letras

Website: http://sigarra.up.pt/flup/pt/ucurr_geral.ficha_uc_view?pv_ocorrencia_id=348381

Study program:	Level	ECTS:	Weeks/Topics	Students
Atelier Integrado de Journalismo	BA	9	15 weeks	47

Keywords: multimedia, television, radio, industry, online

Short description: "It is intended that the student develops the most mastery of techniques specific expression of each of the four media (Press, Radio, Television and Online). In this subject students are able to produce pieces and fully explore the set of previously assimilated techniques. It also aims to enable students to perform high complexity journalistic work with special emphasis on journalistic genres that require more versatility, such as features." This course is complemented with Porto University's own media publications (Radio) JPR and (On-line) JPN.

The subject has a team of specialized teachers for each media and a coordinator. Students attend laboratories two mornings per week during one semester and complement it with tutorial sessions to develop their projects. While working once per each media, they keep connecting and converging the media in terms of content development.

Topic	Practical exercise / application	Learning outcome
Print press	• Editorial • Article • Comment • Chronicle • Report • Preparation of newspapers	• Being able to learn the techniques and characteristics of print media and to write an article, a chronicle, and conduct an interview.
Radio	• Interview • Report • The new sound narratives on the Internet • News	• Being able to learn the techniques and characteristics of the radio and record and edit a news magazine for JPR
TV	• Conduct an interview on TV • Write text for TV • Work on live TV • Construct television news	• Being able to learn the techniques and characteristics of TV journalism, work with agencies inputs and create TV news.
On-line	• Theory of online journalism • Practice of online journalism • Development of cyber journals	• Being able to learn the techniques and characteristics of online media and produce features for an online news site, JPN.

Suggested readings

Author	Title/Description of content	Year
Boyd, Andrew	**Journalism. Techniques of radio & TV news** This book covers the basics of broadcasting from gathering news sources, interviewing, putting together a programme, news writing, reporting, editing, working in the studio, conducting live reports, and more. It includes photos, quotations, and coverage of convergent journalism, podcasting, multimedia journalism and citizen journalism.	2001
Grijelmo, Álex	**El Estilo del Periodista** This book includes the basic tips for writing successfully for the media. It is a language guide with newspaper examples and anecdotes for each genre.	2003
Kolodzy, Janet	**Convergence Journalism: Writing and Reporting across the News Media** An introductory text on how to think, report, write, and present news across platforms.	2006

Assessment criteria: Learning objectives will be achieved if, at the end of the course, the students have proven they have developed the following skills: Mastering the specifics of the languages and expression techniques of each different media (press, radio, TV and online) and the application of multimedia skills, and their use of the mastery of techniques to achieve practical work in each journalistic genre.

Evaluation:
- Continuous evaluation
- Assessment Components, Description Weight (%)
- Fieldwork, practical exercises 100.00
- Mandatory attendance at 75% of classes

Production examples:
They produce content specifically for 2 external media:
JPN – Journalismo Porto Net
http://jpn.c2com.up.pt/
This media is the university online newspaper of general thematic (national, that absorbs content from the subject, but also has students' all-year-round doing their internships there. (clarity, I don't really understand)After some period, when they gain more experience, they are the ones that become the editors-in chief. We should mention their "livro de estilo" [Style Guide] that occupies a highlighted position on their website.
http://jpn.c2com.up.pt/documentos/livro_de_estilo_jpn.html

JPR- Journalismo Porto Radio
http://jpr.c2com.up.pt/
It has the same idea as the previous online news media. It includes an information section, magazine programs, and musical programs… all in a podcast system. Students from the subject start publishing there, then the next year they can do full internships, become editors-in-chief and have their own programmes. It also has a style guide description of how they have to prepare their pieces, news structure.
http://jpn.c2com.up.pt/documentos/livro_de_estilo_jpn_radio.html

Contact:

Instructor/Contact person:
Helder Bastos, e-mail: bastos.helder@gmail.com

Bonus material:

Short quote from instructor

[What is the most important thing about teaching this course?]

"O mais importante desta unidade curricular é a integração de práticas, conteúdos e linguagens. Ao nível das práticas, importa que os estudantes aprendam a actuar tendo em mente a produção de material noticioso para vários média e diferentes plataformas. A unidade curricular compreende quatro áreas (Imprensa, Rádio, Televisão e Online), cada uma com um docente próprio, mas o objectivo é fazer com que estas áreas se cruzem e interpenetrem.
Trata-se, também aqui, de levar à prática o conceito de convergência, nomeadamente ao nível dos conteúdos. Esta estratégia é vital na preparação dos estudantes para o emprego em grupos de comunicação e nas empresas noticiosas que funcionam, cada vez mais, de modo integrado e convergente, obrigando os jornalistas a serem proficientes nos diferentes média."

"The most important part of this course is the integration of practices, content and languages. In terms of practices, it is important that students learn to act keeping in mind the production of news material for several media and platforms. The curricula comprises of four areas (press, radio, TV and online), each with its own teacher. However, the final goal is to interconnect these areas. This is where we can put into practice the concept of convergence, especially in terms of content. This strategy is vital in preparing students for employment in communication groups and news companies that work increasingly in an integrated and convergent manner, forcing journalists to be proficient in every media."

Teaching environment:

Testimonial from a student

"A unidade curricular de 'Atelier Integrado de Jornalismo' é útil para o futuro dos estudantes enquanto profissionais de jornalismo e/ou comunicação, na medida em que nos concede a prática laboral com que iremos ser confrontados num local de trabalho, nomeadamente as redações. Além dessa prática, tem a possibilidade de promover o trabalho autónomo de estudante fora das aulas, o que se revela bastante importante, especialmente quando estão envolvidos prazos ou os chama-dos deadlines. O sentido de responsabilidade, organização e trabalho é incutido pela própria con-stituição da unidade curricular, que tenta aproximar-se o mais possível daquilo que é a realidade do mercado de trabalho. O facto de quase todas as semanas, ou em determinados períodos de tempo, termos de demonstrar o desenvolvimento de determinado projeto, promove essa mesma responsabilidade e a consciência de que no futuro teremos de lidar com as expectativas de uma entidade empregadora."
"Embora a teoria se revela importante num curso de Jornalismo e Comunicação, o saber fazer também é muito importante, sobretudo quando almejamos uma profissão em que a prática é a principal componente laboral."

"The "Integrated Journalism Workshop" subject is useful for the future of students as journalism or communication professionals as it gives us the working tasks that we will be faced with in the workplace, usually the newsroom. It has the ability to promote student autonomous work outside the classroom, which proved quite important, especially when deadlines are involved. The sense of responsibility, organization and work is instilled by the very constitution of the subject, which tries to reproduce as much as possible what is the reality of the labor market. The fact that almost every

Teaching environment: week, or in certain time periods, we should show the development of a project, promotes the same responsibility and awareness that in the future we will have to deal with when facing the expectations of an employer.

Although the theory proves important in a Journalism and Communications course, the know-how is also very important. Especially when loning for a profession in which the practice is the main labor component."

Rita Neves Costa

"Considero que a unidade curricular Ateliês de Jornalismo, do curso de Ciências da Comunicação, fornece capacidades fulcrais para mais tarde entrar no mundo laboral. Capacidades que passo desde já a enumerar: sentido de organização, o facto de termos de respeitar um dealine, na maioria das vezes, bastante curto faz com que tenhamos de trabalhar sobre "pressão" e, por conseguinte, sermos organizados; espírito crítico e de equipa- os vários trabalhos em grupo e simulação de uma redacção real permite adquirir capacidade de ouvir as opiniões de todos os elementos e chegar a um acordo sobre o melhor para a equipa; capacidade de liderar, em todos os trabalhos, há sempre alguém que tem de tomar as rédeas, sobretudo em empregos na área da comunicação. Saber definir objetivos e usar meios para atingi-los é um ponto central . Por fim,o bom manuseamento de programas da Adobe como o Audition, Premiere, etc, torna o licenciado em Ciências da Comunicação, um jornalista"multitasking",ou seja, é capaz de redigir a notícia, edita-la e divulgá-la, quer seja para rádio, televisão, online ou imprensa."

"I believe that the course of "Journalism Workshop", provides key capabilities for further entering the labor world. Abilities that I'm going to list: Sense of organization; the fact that we must respect a deadline, which was rather short most of the time, means that we have to work under "pressure" and therefore be organized; critical thinking and team spirit; various team work and simulation of an actual newsroom allows us to acquire an ability to listen to everyone's point of view and reach an agreement about what's best for the team; ability to lead; there is always someone who has to take the lead, particularly in communication jobs. Knowing how to define goals and use the appropriate means in order to achieve them is a central point. Finally, the proper handling of Adobe programs such as Audition, Premiere, etc. is useful for the degree in Communication Sciences, making me a "multitasking" journalist, who is able to write the news, edit it and release it, whether for print, radio, television, or online media."

Jéssica Justo