

Course of study in
"Innovative, multimedia and digital communication" - [L-20].
 a.y. 2021/2022

SUBJECT

Workshop on writing techniques and languages of journalism

SDS: L-LIN/01- ECT:9
 2021-2022; I SEMESTER

Lecturer: **Prof. Caterina Ferrini**
 Disciplinary Tutor: **Dr. Federica Brachini**

<p>Qualification and scientific background of the lecturer</p>	<p>Caterina Ferrini is a researcher in Glottology and Linguistics at the IUL Telematic University. She holds a PhD in <i>Historical Linguistics, Educational Linguistics and Italianistics. Italian, other languages and Culture, XXX Cycle</i> at the University for Foreigners of Siena. Her scientific activity concerns the areas of language sciences with particular attention to the linguistic component of Italian migrations in the world, the language of hate on social networks and the language of wine.</p>
<p>Description of contents and subdivision of the programme into teaching modules</p>	<p>The course is divided into three modules: in the first module the basic terms and concepts of the discipline are presented; in the second module the student is introduced to the concept of controlled writing, and the theoretical tools for writing journalistic texts are provided. In the third module there will be a series of seminars held by the journalist and publicist Paolo Caselli, who guides students in the writing of texts and the management of radio and television journalistic communication.</p> <p>➤ Module 1 - Writing and comprehension</p> <p>1.1 Rights and duties: freedom of information and ethical foundations. 1.2. Rights and duties: protection of gender, vulnerable people and scientific information. 1.3. Rights and duties: the judicial news; the duty of rectification, publicity and surveys. 1.4. Writing: birth and evolution.</p>

	<p>1.5. Paradigm shifts in writing.</p> <ul style="list-style-type: none"> ➤ Module 2 - Writing and the profession <ul style="list-style-type: none"> 2.1 Writing and comprehension; 2.2. Controlled writing 2.3. Flesch index and Gulpease index ➤ Module 3 - In-depth studies and seminars <ul style="list-style-type: none"> 3.1. Seminars by Paolo Caselli (Journalist and Publicist) "The language of television and radio journalism"; <ul style="list-style-type: none"> 3.1.1. Introduction. 3.1.2. The text. 3.1.3. The journalist. 3.1.3. What to do to become a journalist.
<p>Abstract</p>	<p>In the first module the basic terms and concepts of the discipline are presented; in the second module the student is introduced to the concept of controlled writing, and the theoretical tools for writing journalistic texts are provided. In the third module there will be a series of seminars held by the journalist and publicist Paolo Caselli, who guides students in the writing of texts and the management of radio and television journalistic communication.</p>
<p>Learning objectives</p>	<p>LEARNING OBJECTIVES</p> <ul style="list-style-type: none"> A. Knowledge and understanding: Documentary and communication skills on course topics. B. Knowledge and ability to understand: to be able to observe and analyse the expressive and communicative phenomena of journalistic languages using the fundamental terms and concepts of linguistics. C. Autonomy of judgement: increasing the critical ability to reflect on public and multimedia communication contexts. D. Communication skills: The course aims, especially in its monographic parts, to develop writing and management skills in the field of popularisation and journalism.

	<p>E. Learning skills: to promote communication analysis through documentation actions and analysis of real contexts.</p>
<p>Expected learning outcomes</p>	<ul style="list-style-type: none"> ➤ Ability to analyse contexts and communicative situations related to the world of journalism. ➤ Ability to reflect, design and implement texts related to journalistic writing.
<p>Skills to be acquired</p>	<p>EXPECTED RESULTS</p> <p>A. Use of advanced textbooks, knowledge of some cutting-edge topics within the subject studied.</p> <p>B. Professional approach to work and possession of appropriate skills to devise arguments, support them and to solve problems within the subject studied. Ability to collect and interpret data useful for making independent judgements.</p> <p>C. Ability to communicate information, ideas, problems and solutions to specialists and non-specialists.</p> <p>D. Ability to undertake further studies with a high degree of autonomy.</p>
<p>Didactics organisation</p>	<p>DIDACTICS PROVISION</p> <ul style="list-style-type: none"> ➤ 4 hours of recorded video lessons available on the platform (16 lessons). ➤ 2 synchronous meetings on the platform (according to a schedule to be provided at the beginning of the semester). ➤ Podcasts of all the above-mentioned video lessons. <p>INTERACTIVE DIDACTICS</p> <ul style="list-style-type: none"> ➤ 1 course orientation forum; ➤ 2 thematic follow-up forums (1 per module); ➤ Possibility to carry out work in groups. ➤ 2 structured <i>e-activities</i> (as described in the section "<i>in itinere assessment methods</i>"). <p>SELF-LEARNING</p>

	Teaching materials are provided for each module: in-depth thematic studies, articles and slides by the lecturer, open access readings, online resources, reference bibliography, etc.
<p>Recommended examination texts</p>	<p>On journalistic writing:</p> <p>Monograph:</p> <ul style="list-style-type: none"> ➤ Siebetcheu R., (2020), <i>La scrittura come professione. La scrittura giornalistica e la scrittura online di divulgazione scientifica</i>, Pacini, Pisa. On the <i>Toscana Open Research Portal</i>: http://www.toscanaopenresearch.it/la-scrittura-social/ <p>Articles:</p> <ul style="list-style-type: none"> ➤ Piemontese M.E., (2002), <i>La scrittura un caso di problem solving</i>. In Anna Rosa Guerriero (ed.), <i>Laboratorio di scrittura. Non solo temi all'esame di Stato. Idee per un curriculum</i>, Quaderni del Giscel, La Nuova Italia, Firenze, 2002, pp. 5-40. https://giscel.it/wp-content/uploads/2018/04/Maria-Emanuela-Piemontese-La-scrittura-un-caso-di-problem-solving.pdf ➤ Piemontese M.E., <i>La semplificazione del linguaggio amministrativo. Presupposti, strumenti e prospettive</i>: https://www.treccani.it/export/sites/default/magazine/lingua_italiana/pdf/Piemontese.pdf <p>To reflect on the language of journalism in the COVID era:</p> <ul style="list-style-type: none"> ➤ Paris O., (2021) <i>La guerra al Virus: la pandemia nel discorso pubblico, "Cultura & Comunicazione, Covid-19 dalla narratività massmediatica alla didattica a distanza"</i>, XI, No. 18, pp. 19-29. ISBN 978-88-557-0659-9: https://www.academia.edu/45632808/La_guerra_al_virus_la_pandemia_nel_discorso_pubblico
<p>In itinere assessment methods</p>	<p>Access to the final examination is subject to the following 2 e-activities:</p> <ul style="list-style-type: none"> ➤ E-activity 1 - Choose a text on the internet and measure its readability according to the Flesch index and the Gulpease index. ➤ E-activity 2 - Write a newspaper article taking into account the indications discussed in class by M.E. Piemontese and C. Lavinio.

Procedure for the final examination	The assessment of learning will take the form of an oral interview on the course contents and on the final report submitted, if any. The grade (min 18, max 30 with possible honours) is determined by the level of performance for each of the following dimensions of the oral interview: mastery of contents, appropriateness of definitions and theoretical references, clarity of argument, command of specialist language.
Language of instruction	Italian