



COURSE SYLLABUS

2019/2020 Academic Year

GENERAL COURSE INFORMATION

1.1. Course Name	Journalism Basics								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	OSNOV	1.7. Year of Study	First						
1.4. Course Code	CM19107	1.8. Semester	Second / Summer						
1.5. Course Status	Obligatory	1.9. ECTS	5						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Course Structure</th> <th>Hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>20</td> </tr> <tr> <td>Excercises</td> <td>10</td> </tr> </tbody> </table>	Course Structure	Hours	Lectures	20	Excercises	10	1.10. Class Venue and Schedule	Bernays – according to published schedule
Course Structure	Hours								
Lectures	20								
Excercises	10								

2. TEACHING STAFF

2.1. Lecturer in Charge	Miroslav Ivić	2.6. Course Associates
2.2. Academic Rank	PhD	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	miroslav.ivic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

3. COURSE DESCRIPTION

3.1. Course Objectives	The aim of the course is to familiarize students with the most important principles of journalistic expression and the fundamental differences between print, radio, television and Internet journalism.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.
3.3. Learning Outcomes	LO1: Describe the historical development of media and journalism. LO2: Explain the forms and principles of journalistic expression, the theory of news selection and the organization of media institutions. LO3: Explain and differentiate ethical and legal standards in journalism.



LO4: Analyse the media scene in Croatia.
LO5: Differentiate print, radio, television and Internet journalism.
LO6: Explain the characteristics of investigative journalism.

3.4. Course Content

1. Journalism and mass communication
2. History of journalism
3. Forms and principles of journalistic expression
4. Journalism reports
5. Ethics and professional standards
6. Tabloidization, sensationalism, yellow journalism
7. Legislative and ethical framework of journalism
8. Journalism in Croatia
9. Guest lecturer 1 - print journalism
10. Guest lecturer 2 - radio journalism
11. Guest lecturer 3 - television journalism
12. Guest lecturer 4 - Internet journalism
13. Investigative journalism

3.5. Types of Class Activities

X	Lectures	X	Exercises		Field Trips		Multimedia and Network		Mentored Paper
	Seminars and Workshops		Distance Learning		Independent Assignments		Laboratory		Misc.

3.6. Course Language

Croatian Language

3.7. Student Obligations

Regular attendance and active participation, reading and learning from obligatory literature.

3.8. Monitoring Student Work and ECTS

1	Class Attendance		Written Exam		Seminar Paper	3	Preliminary Exam(s)		Project
	Activities in Class		Oral Exam		Research	1	Essay		Misc.

3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class Attendance	5
2. Essay	7
3. Preliminary Exam 1	52
4. Preliminary Exam 2	36
Total Points	100

3.10. Obligatory Literature

1. Malović, Stjepan (2005). *Osnove novinarstva*, Zagreb: Golden marketing – Tehnička knjiga.

3.11. Supplementary Literature

1. Bobić, Drago (1987). *Što s događajem: o umijeću novinskog obaveštavanja*, Zagreb: Informator.
2. Burns, Lynette Sheridan (2009). *Razumjeti novinarstvo*, Zagreb: Naklada medijska istraživanja.
3. Rus-Mol, Štefan; Zagorac Keršer, Ana (2014). *Novinarstvo*, Beograd: Clio.
4. Tomić, Boban (2012). *Uvod u medije*, Beograd: Čigoja štampa.



5. Mihovilović, Maroje (2007) *Profesionalni novinar: kako u vijesti otkriti temu*, Zagreb: Profil International, Visoka novinarska škola.

3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires