

**MODULE: Introduction to Print Media (half module) (course code BAJH-IRPM)**

**Griffith College Dublin – Journalism and Visual Media**

**Fall Semester**

**This module has no pre-requisites.**

### **Introduction**

This introductory module will be taught in year one and is designed to introduce students to a variety of print article genres and formats. It also introduces students to newspaper practice and the routines of the modern newsroom.

This module is also designed to teach students how to produce articles suitable for publication in the print media. Students will consider the role of editorials, analyse the role of language and examine two case studies of international print media practice.

### **Module Aims**

This module aims to enable the student to:

- Differentiate between different forms of print media and genre types.
- Attain a familiarity with the variety of print media job descriptions and responsibilities.
- Produce a variety of article types and be confident users of the written word.

### **Module Learning Outcomes**

On successful completion of this module, the student should be able to:

- Demonstrate their own intellectual abilities to analyse the print media through group and discussion work.
- Competently identify, analyse and replicate the linguistic features of an article and critically evaluate current print media practices.
- Display with confidence the basic skills to write and subedit a variety of articles which comply with space and time restrictions, as well as to find images for news and feature articles.
- Demonstrate specialised knowledge of case studies and understand the editorial processes involved in producing print media.

### **Indicative Module Content**

#### **Magazines, Newspapers and the Editorial Office:**

Discover the multipurpose nature of newspapers and magazines. Who are they for? What are they for? What is the point of editorial integrity/objectivity? What roles are there for journalists within publishing organisations?

**Where do News and Features Come From?:**

Find out how to take advantage of various sources of information. Read between the lines of a press release, the press conference, the vox pop, interviewing skills, understanding company reports, trade events, free information sources, developing contacts. Critical analysis of a text.

**Feature Writing:**

Learn the tricks of structure, tone, rhythm and writing. How do you begin, how do you end, and how do you sustain everything in between?

**News Writing:**

News, nibs and analysis. What's the difference? Learn some simple methods of writing news items that will grab the reader's attention and keep it.

**Subediting Techniques:**

Make copy sparkle and add variety and interest to the page using headlines, standfirsts and captions. Find out the principles of plain English and also learn how cutting copy can improve the article.

**Photo editing:**

Find out how to acquire images and artwork appropriate to your article.

**Style and its Role:**

Consideration of style in a variety of print sources. It's not what you say, it's how you say it

**Language and Discourse Analysis:**

Textual analysis of print journalism - examining discursive features and rhetoric in print. Structuring a coherent text. A discourse analysis of elite American newspaper editorials.)

**The Role of Editorials:**

Definition, analysis and discussion of the editorial voice in the print media. Newspaper editorial discourse and the politics of self-censorship.

**Writing production sessions:**

In-class writing production sessions and Case Study analysis and discussion.

**Assessment**

This module will be assessed by a number of print media writing assignments (Continuous Assessment 60%) including for example: (a) a press release and news report based on same; (b) re-writing a news report / feature article in a different style; (c) editorial analysis and case study article analysis; and by a written exam (40%).