

# *The Hebrew University of Jerusalem*

## *Syllabus*

### *Magazine and news writing - 50074*

*Last update 23-10-2019*

*HU Credits:* 2

*Degree/Cycle:* 1st degree (Bachelor)

*Responsible Department:* Communication & Journalism

*Academic year:* 0

*Semester:* 1st Semester

*Teaching Languages:* Hebrew

*Campus:* Mt. Scopus

*Course/Module Coordinator:* Gadi Bloom

*Coordinator Email:* [gadi\\_bl@yahoo.com](mailto:gadi_bl@yahoo.com)

*Coordinator Office Hours:* Wed 3.15-4.15 PM

*Teaching Staff:*

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Mr. Gadi Bloom

Course/Module description:

*In the digital and social networks age, the ability to express oneself in writing has become an essential skill also for anyone who is not a professional newspaper reporter. This workshop aims to advance and improve the students' story writing skills and to enable participants to find their unique voice by practicing effective writing in different formats. The workshop participants will serve as members of an editorial staff of a journalistic set-up, will practice news and magazine work as well as advanced practical journalistic writing skills (e.g., news articles, interviews, features, personal columns, and editorials), and will also acquire essential experience in editing. Moreover, the students will learn how to work with legal advisors, strategic advisors, spokespeople, and editors.*

Course/Module aims:

*Understanding the structure, style, and language of news and magazine writing.  
Building a newspaper story, from title to design.  
The practice of thorough and thoughtful news writing, under deadline pressure.  
Applying the skills needed for effective interviewing.  
Performing as a staff member in a journalistic set-up.  
Working with legal and strategic advisors.*

Learning outcomes - On successful completion of this module, students should be able to:

*To design and write various types of news and magazines stories.*

Attendance requirements(%):

80%

*Teaching arrangement and method of instruction: Lectures, writing assignments, peer feedback, editing assignments, class discussion.*

Course/Module Content:

- 1. Welcome to the Editorial Staff: course structure, introduction to the development of journalistic content in print and digital.*
- 2. The essence of Writing an Essay: how a story is born, leads and endings, teasers, focus of the article, the building blocks of an article.*
- 3. Field practice: a dynamic workshop.*
- 4. Feature writing: profiles, trends, and travel diaries.*
- 5. The Journalist as a Detective: investigative writing, human and non-human*

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*sources, journalistic ethics.*

*6. Interview Workshop A: choosing interviewees, preparation for the interview, interview techniques, interview ethics.*

*7. Editorial Staff Meeting 1.*

*8. Interview Workshop B.*

*9. "Me and I": personal column, editorial, blog, and post.*

*10. "A picture is Worth a Thousand Words": journalistic photography, graphics, infographics, design, and layout.*

*11. Editorial Staff Meeting 2.*

*12. Added Value: working with editors, legal advisors, strategic advisors, and spokespersons.*

*13. "Where the Money Is": economic models, paywalls, and advertorials.*

*14. Challenges and Threats in the 21st Century: the social network as a media agent, fake news, framing, spinning, and agenda sting, and in-class presentations.*

#### Required Reading:

בונדי, ר. (1992). חתימה טובה: מדריך לכתיבה עיתונאית. דביר.

דרור, י. (2011). עיתונות מקוונת. האוניברסיטה הפתוחה.

נגבי, מ. (2011). חופש העיתונאי וחופש העיתונות בישראל. האוניברסיטה הפתוחה.

סגל, ז. (2000). הזכות לדעת באור חוק חופש המידע. ההוצאה לאור של לשכת עורכי הדין.

רוקן, מ. (1998). אתיקה עיתונאית. ידיעות אחרונות.

תקנון האתיקה המקצועית של מועצת העיתונות.

הוועדה למונחי תקשורת ההמונים: רשימת המונחים בתחום העיתונות הכתובה והמקוונת.

#### Additional Reading Material:

TBA

#### Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 0 %

Participation in Tutorials 0 %

Project work 50 %

Assignments 50 %

Reports 0 %

Research project 0 %

Quizzes 0 %

Other 0 %

#### Additional information:

See Moodle for most current version of the syllabus.