

**COURSE DATA****Data Subject**

Code	36627
Name	Opinion journalistic genres
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	3	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	7 - Información periodística y su tecnología	Obligatory

Coordination

Name	Department
DOMINGUEZ ROMERO, MARTIN	340 - Language Theory and Communication Sciences

SUMMARY

To provide students with a theoretical basis on the different genres and arguments for journalistic persuasion, as well as a practical introduction to the different modalities of opinion writing. During the course, students will be introduced to the main forms of journalistic opinion (column, critique, review, editorial, vignette, chronicle, etc.) as well as to the formal characteristics of each genre. At the same time, a historical overview of the origins of opinion journalism will be offered and students will also be provided with significant examples of each of the modalities. Students will have to cultivate the different journalistic genres of opinion and show their argumentative and stylistic skills during the internship.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Students must have journalistic skills, both from the formal point of view (writing, stylistic knowledge), as well as basic skills from the point of view of history and knowledge of journalism. Previously studied subjects, related to written practices, documentation, as well as historical contents, are basic in order to successfully achieve the objectives of the course.

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.
- Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

LEARNING OUTCOMES

- Produce contents with correction and communicative effectiveness in the press.
- Organize the knowledge of the journalistic environment in opinion columnism.
- To relate the knowledge of the history of opinion journalism.
- Apply the main argumentative techniques: persuasion, convincing and manipulation.
- Develop the different types of columns: political, cultural, sports, literary, etc.
- Present basic knowledge of literary, musical and cinematographic criticism.



DESCRIPTION OF CONTENTS

1. General: information and opinion

- 1.1. The Myth of Objectivity
- 1.2. Generating opinion

2. Historical origins of opinion journalism

- 2.1. "Mercurios" and "Gacetas".
- 2.2. The eighteenth century, the predominance of reason
- 2.3. The 19th century, the heyday of the ideological press
- 2.4. The 20th century: towards a new model of press

3. The style of opinion journalism

- 3.1. What is style?
- 3.2. Informative style and opinion style
- 3.3. Advice on opinion journalism: amenity, vocabulary and rhythm.
- 3.4. Persuasion and argumentation strategies

4. The editorial

- 4.1. Definitions
- 4.2. Editorial models
- 4.3. Style and structure
- 4.4. The signed editorial
- 4.5. Political mediation of the editorial

5. The opinion column

- 5.1. Column concept
- 5.2. Type of columns
 - 5.2.1 Policy column
 - 5.2.2 Literary column
 - 5.2.3 Humor column
 - 5.2.4 Sports column
 - 5.2.5 Society column
 - 5.2.6 Science column
 - 5.2.7 Humorous drawing and cartoons



6. Reviews

- 6.1. Functions of criticism
- 6.2. Structure of journalistic criticism
- 6.3. Literary criticism
- 6.4. Film criticism
- 6.5. Theater criticism
- 6.6. Music criticism
- 6.7. Art criticism
- 6.8. Other types of criticism (bullfighting, sports, gastronomic, etc.).

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	40,00	100
Theory classes	20,00	100
Study and independent work	90,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

MD1 - Theoretical classes (lectures or expository classes with student presentation)

MD2 - Practical classes

MD3 - Discussion classes

EVALUATION

Evaluation

Examination of theoretical contents (and reflection) 30%

Exercises of evaluation and resolution of practices, problems and cases 40%

Evaluation of individual work 30%

In the second call, only the content exam and the individual work are recoverable. Attendance to the practicals is compulsory.

Attention:



Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

REFERENCES

Basic

- Abril Vargas, N., 1999. Periodismo de opinión. Ed. Síntesis.
- Casals, M. J. 2000. La columna periodística: de esos embusteros días del ego inmarcitable. Estudios sobre el Mensaje Periodístico 6: 31-51.
- Casals, M. J., 2003. Juan José Millás. La realidad como ficción, la ficción como realidad o cómo rebelarse contra los amos de lo real y del lenguaje. Análisis de Juan José Millás, columnista de El País. Estudios sobre el mensaje periodístico, 9: 63-124.
- Domínguez, M., 2010. Examen del columnisme valencià. Els gèneres dopinió en els mitjans escrits espanyols. Arxius, 23: 93-101.
- Gomis, Ll., 1989. Teoria dels gèneres periodístics. Generalitat de Catalunya.
- Grijelmo, A., 1997. El estilo del periodista. Taurus.
- López Hidalgo, A., 1996. Las columnas del periódico. Ediciones Libertarias. Madrid.
- Morán Torres, E., 1988. Géneros del periodismo de opinión. Universidad de Navarra.
- Moreno Espinosa, P., 2000. Géneros para la opinión: el comentario o la columna. Revista Latina de Comunicación 30: 1-4.
- Reich-Ranicki, M., 2014. Sobre la crítica literaria. Elba.
- Santamaría, L., 1997. Géneros para la persuasión en periodismo. Ed. Fragua.
- Santamaría, L. y M. J. Casals, 2001. La opinión periodística. Argumentos y géneros para la persuasión. Ed. Fragua.
- Standing, S.M., 2008. The art of column writing. Oak Park: Marion Street Press.



Additional

- Baixauli, M., 2016. Ningú no ens espera. Periscopi.
- Carner, J., 1982. Les bonhomies. Orbis i Ed. 62.
- Domínguez, M., 2017. Històries naturals. Pòrtic.
- D'Ors, E., 1982. Glosari. Edicions 62.
- D'Ors, E., 1987. La vall de Josafat. Quaderns Crema.
- Espinàs, J. M., 2008. El meu ofici. La Campana.
- Fuster, J., 1984. Causar-se d'esperar. Ed. 62.
- Fuster, J., 1984. Pamflets polítics. Empúries.
- García Márquez, G., 1981. Obra periodística. Bruguera.
- Gimferrer, P., 1981. Dietari 1979-1980. Ed. 62.
- Gimferrer, P., 1982. Segon dietari. Ed. 62.
- Haro Tecglen, E., 1993. ¡Qué estafa! El País. Aguilar.
- Landero, L., 2004. ¿Cómo le corto el pelo, caballero? Tusquets.
- Larra, M.J. de, 1985. Artículos. Cátedra.
- Marías, J., 1991. Pasiones pasadas. Anagrama.
- Millás, J.J., 1995. Algo que te concierne. El País Aguilar.
- Monzó, Quim, 1984. El día del senyor. Quaderns Crema.
- Monzó, Quim, 1987. Zzzzzzzzz... Quaderns Crema.
- Monzó, Quim, 1990. La maleta turca. Quaderns Crema.
- Monzó, Quim, 2003. El tema del tema. Quaderns Crema.
- Pla, J., 1973. Humor, candor... Edicions Destino.
- Roig, M., 1991. Diques-me que m'estimes encara que sigui mentida. Ed. 62.
- Sagarra, J.M., 1997. La horma de mi sombrero. Alfaguara.
- Sagarra, J.M., 2000. Café, copa i puro. Ed. 3i4.
- Sagarra, J.M., 2001. L'aperitiu. Ed. 3i4.
- Simó, Isabel-Clara, 2003. En legítima defensa. Columna.
- Torres, M., 1993. Amor América. El País Aguilar.
- Umbral, F., 1984. Mis queridos monstruos. Ed. El País.
- - Vicent, M., 1983. No pongas tus sucias manos sobre Mozart. Ed. Debate.
- Vicent, M., 1984. Crónicas urbanas. Ed. Debate.
- Vicent, M., 1988. Arsenal de balas perdidas. Anagrama.
- Vicent, M., 1993. A favor del placer. El País Aguilar.
- Vicent, M., 2004. Nadie muere la víspera. Alfaguara. Madrid.
- Vidal, J., 2002. Crónicas taurinas. Ed. Aguilar