

ANNEX 2 – COURSE DESCRIPTION

Course Title	Profession: Journalist				
Course Title	ENΔ613				
Course Type	Compulsory				
Level	Master				
Year/ Semester	2 nd year / 3 rd Semester				
Teacher's Name					
ECTS	15	Lectures / Week	See below (Teaching Methodology)	Laboratories/ Week	-
Course Purpose and Objectives	<p>The main objective of the course is to bring together the future journalist with the basic and necessary knowledge that every professional must possess in order not only to meet the daily demands, but also to update his / her knowledge and adapt to the technological changes. This course offers the foundation for the exercise of the journalistic profession.</p> <p>Initially, it presents the secrets and techniques of reporting, respecting the fullest possible coverage of the subject and the transfer to the citizen of the necessary comprehensive and valid information that allows him to form a solid view without adding unnecessary information. It describes the most important of the different kinds of reporting from the whole range of information: political, social, economic, labor, sports, international, cultural, technological, travel, fashion, etc. Their presentation aims to highlight the particularities of each piece of reporting and the knowledge the journalist needs and / or develops in order to handle its peculiarities with ease and efficiency. The unifying element that permeates every story is the journalist's insistence on looking for the truth and unfolding all aspects of every subject, even the most obscure or distant, always providing meaningful and accurate information.</p> <p>A central place in the journalistic work is the interview, as the tool that allows not only the journalist but also the citizen to come face-to-face with the interviewee, and chat with front-line people, either because they chose it or for random and conjunctural reasons. Numerous examples from Greece and abroad show that the interview may evolve from a public relations affair that</p>				

offers nothing more to what we already know to a top political event that will allow the citizen to get deeper and even revealed on behalf of the respondent. A decisive role in this effort is played by the experience, preparation and education of the journalist himself, who must always insist on his questions, must come back again and again when he is not satisfied with the answers and must not suffice for evasions or generalizations.

The course insists on these two skills that are indispensable to every journalist: how to report correctly and how to conduct an interview. Both of them are examined from a critically point of view before passing on to actual training. As an example of the skills taught up to here and in order for the students to familiarize themselves with different specialties in journalism we chose travel journalism as an example coupling it with nation branding so as to show a clear case of how journalism and communication overlap (or fight each other). The student will then acquire skills about presenting the content he/she has produced using modern off and online tools that make the first step to the digitalization of content which will follow in END614

A distinctive place in every kind of media in recent years has been tourism journalism. It is the creation and need of a time when man travels as easily and cheaply as never before, inside and outside his own country. Travel journalism is much more than the transfer of scattered impressions and unrelated information. It requires knowledge of history and diligent engagement with culture, music, arts, the cuisine of other people, and of course of its modern life, politics and the economy. Prevarings, stereotypes and commonality only as a deforming lens function. National branding is also imperative in a changing world, with the need to often redefine it by decision of local authorities and governments. It serves the goal of claiming a different or, more often, a better position in the conscience of the people of the world.

In a landscape that is overwhelmed by different media, the way in which a story is presented is neither self-evident nor given. Every instrument, from the newspaper and the radio, to television and the internet, given the different techniques and tools that flourish in its environment, has its own presentation rules. Any devaluation of these peculiarities, from the extent of

	<p>the news to the possible accompaniments of it (photography, music, etc.), is at the expense of the journalistic subject, not being seductive enough to the potential public. On the other hand, in-depth knowledge allows the journalist to make his/her reporting more attractive by reaching out to new audiences and managing to keep up with the demand for high visibility and visitation for a long time.</p> <p>Finally, the students familiarize themselves with the notion and the essentials of entrepreneurship which is a major development in how journalists are working today and is closely linked to the study of journalism in Europe (taught in END524). The crisis across all the business models in which journalism has been functioning for decades requires every journalist to think and decide on issues that are not just about producing the content. They also concern the financing of a journalistic project, its promotion and its commercial handling and management. The significance of the journalist's role as an entrepreneur or project manager is due to the decline in newspaper and magazine circulation, the reduction of advertising costs and the erosion of labor relations in journalism, as reflected in wage cuts, multi-employment and flexibility in labor relations. It is an environment that also offers opportunities and original tools for financial support to a project, away from established sources of finance (banks or large media), such as crowdfunding.</p>
<p>Learning Outcomes</p>	<p>Upon successful completion of this Module students will have accomplished the following learning outcomes and will be able to:</p> <p>Knowledge</p> <ul style="list-style-type: none"> • Are familiar with the rules that accompany the report. • Perceive the peculiarities of each individual medium in order to increase the efficiency of each reportage. • Are familiar with the peculiarities of the interview as a separate and projected type of journalism. • Can establish a conversation plan tailored to each individual event serving the end result.

	<ul style="list-style-type: none"> • Know the different elements of travel journalism: from history and politics to sport and gastronomy. • Are aware of the historicity that accompanies the story as a means of acquaintance with other cultures. • Learn as many of the different tools available to the current journalist to present the informative content. • Are aware of how the means of presenting a piece of news dictates one way or another and how they are presented. • Are aware of costing concepts that accompany each journalistic work. • Know the importance of cash flows in the context of financial management. • Are aware of the need to draw up a strict and detailed budget to accompany any journalistic work. <p>Comprehension</p> <ul style="list-style-type: none"> • Understand the changes in the information map as a consequence of the wider economic environment. • Understand how the quality of democracy is influenced by different political messages and changes in the geography of Information. • Are aware of the historicity, ie the conjunctural nature of the post-truth. • Understand that different sources lead to different conclusions in the same survey. • Perceive the progress made in the forms of expression and the need to renew the vocabulary. <p>Application</p> <ul style="list-style-type: none"> • Can report using different techniques: on-site research, archive searches, talks with experts. • Can transfer the report to a particular media by selecting the information that responds to the topic.
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- Complete the interview of a prominent person regardless of the thematic field in which they are moving (politics, culture, sport, etc.)
- Transcribe and convey to the media a conversation in an audience-oriented manner.
- Reach in depth every place or country that is the subject of reporting.
- Compose a report that exacerbates the curiosity, interest and love of the reader for the country or place.
- Choose the kind of presentation that suits the content or the audience that they seek to address.
- Combine as many presentations as possible by increasing the potential audience.
- Plan the implementation of a project in relation to the available financial means.
- Can choose those resources that match the resources available each time and do not exceed them.

Analysis

- Analyze the steps each reportage has to follow until the issue is complete.
- Include the content of reporting in the wider social and political context, increasing its credibility.
- Distinguish the non-visible motives and aspirations of each interviewee and stand critically and cautiously towards his words.
- Analyze the wider implications of what is said in an interview in the context of annotation and interpretation.
- Analyze on the basis of historical events and developments of long-term behaviors and options that seem to be foreign or incompetent.
- Are critical and reject labels in order to re-launch and claim a place in international competition.
- Analyze the impact and impact of each presentation.

	<ul style="list-style-type: none"> • Are aware of the most modern and influential presentation tools. • Analyze individual tasks and work of large scale and complexity projects. • Incorporate the necessary activities into the broader economic, accounting, labor, tax and communication environment. <p>Synthesis</p> <ul style="list-style-type: none"> • Collect the most useful reporting material to produce a new set of information to promote. • Composing knowledge of different scientific fields so that they can handle complex research topics (eg knowledge of Labor and Social Policy Economics to investigate the impact of a change on unemployment benefits). • Composing information and assessments to the questions to produce a body of questions that concentrates and reflects timeliness. • Ensure that the questions themselves in each interview involve questions posed by society and not just the Media or the journalist, so that the audience in the questions recognizes themselves. • Treat, as far as possible, behaviors seemingly unconnected with each other: climatic, religious, gastronomic, clothing, etc. • They seek to highlight the unifying, homogenizing elements in the description of a place or country. • Connect speech and image, motion and sound as they aspire to gain public attention. • Achieve the best possible presentation using lower-tech media. • Compile, evaluate and compare projects on the one hand with the execution of the project on the other, following the limitations set in their preparation. • Bring different stages of production into a single and coherent whole. <p>Evaluation</p> <ul style="list-style-type: none"> • Find the new elements in the coverage and research that highlights a reportage.
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	<ul style="list-style-type: none"> • Discard misspellings, repetitions, and misleading information in a reportage that does not add anything significant. • Distinguish important elements that can be said in an interview so that the journalist returns to them and persists. • Find remarkable data to highlight content with titles, motto, posts through Social Media Networks etc. • Distinguish the memorable elements of each city or state. • Evaluate the positive or negative impact on the reputation of a place that so that they can contribute to reversing it, knowing what data should be shown. • Are in touch with the newest technological developments so as to incorporate in their content any useful and propelling technical innovation. • Discard outdated or impersonated presentation styles. • Evaluate the most appropriate and efficient means based on available resources. • Estimate the financial cost and the benefit of each different choice and energy included in each journalistic work. 		
Prerequisites	ENΔ511, ENΔ512, ENΔ513, ENΔ521, ENΔ522, ENΔ524	Co-requisites	None
Course Content	<p>With the use of printed and electronic material, new media and social networking, in the Module offered in the 2nd year of study the following subjects are developed:</p> <ol style="list-style-type: none"> 1. Reportage without borders 2. Interview techniques 3. Travel journalism and nation branding 4. Techniques and content tools 5. The journalist entrepreneur <p>The module focuses on:</p> <ul style="list-style-type: none"> • Exercising in different kinds of reportage. 		

	<ul style="list-style-type: none"> • In handling any interview for any Medium. • Understanding the notions of tourist journalism and national branding as well as in the tourism reportage. • Introducing the philosophy of available electronic tools so they can use them in the best possible way. • Familiarizing with project funding procedures.
<p>Teaching Methodology</p>	<p>Distance learning</p> <p>1 group- meeting at the beginning of the year, as part of the Retreat program and 7 at least, teleconferences during the semester. The teleconferences are being recorded, so that students have access to them in their own time and space.</p> <p>At the beginning of each Unit the student is introduced into the Unit's content through a short educational video.</p> <p>The Tutor exploits all the technological tools offered by the eClass Platform of the Open University of Cyprus and in particular the modern and asynchronous communication tools for interaction and support of the students.</p> <p>The teaching material (compulsory and optional bibliography) is posted on the eClass Platform, as well as all other teaching material (open access e-books, video links, links, self-assessment activities), etc.</p> <p>Teaching is also being enriched by teleconferencing of invited speakers on subjects of the Unit.</p> <p>At the same time, students will assess their learning through evaluation of two graded assignments, two educational activities and the final exam, and not graded self-assessment exercises and complementary educational activities.</p>
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Assessment	<table border="1"> <tr> <td>Written Assignments</td> <td>40%</td> </tr> <tr> <td>Activities</td> <td>10%</td> </tr> <tr> <td>Final Exam</td> <td>50%</td> </tr> </table>	Written Assignments	40%	Activities	10%	Final Exam	50%
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Activities	10%						
Final Exam	50%						
Language	Greek						