

DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Journalism
1.5 Level of study	Bachelor
1.6 Study program / Qualification	

2. Information about the discipline

2.1 Discipline title	OPINION WRITING						
2.2 Course lecturer	PhD. Ramona Hosu, Associate Professor						
2.3 Seminar assistant	PhD. Ramona Hosu, Associate Professor						
2.4 Year of study	III	2.5 Semester	VI	2.6. Evaluation type	E	2.7 Discipline type	DS

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					28
Supplementary documentation in the library, on electronic platforms and in the field:					28
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					24
Tutorials					22
Examinations					6
Other activities:					
3.7 Total hours of individual study	80				
3.8 Total hours per semester	108				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 based on the curriculum	<ul style="list-style-type: none"> Introduction to Media Studies, Introduction to Reporting, Writing Techniques in Journalism: Normative Grammar, Creative Writing, Academic Writing, News Writing
4.2 based on competences	<ul style="list-style-type: none"> Writing skills, English grammar, specific vocabulary, basic journalistic concepts

5. Conditions (where applicable)

5.1 for the course	<ul style="list-style-type: none"> Classroom, laptop, video-projector, board
5.2 for the seminar/laboratory	<ul style="list-style-type: none"> Classroom, laptop, video-projector, board

6. Accumulated specific competencies

Professional competencies	<ul style="list-style-type: none"> • Identification and use of language, methodologies and expertise in the science of communication • Using standard criteria and methods in evaluating the quality of the journalistic act (collection, processing and dissemination of media information) • Elaborating articles (identifying a topic or documenting a given topic, choosing an angle, an appropriate genre and writing the article)
Transversal competencies	<ul style="list-style-type: none"> • Evaluation in need for insertion and adaptation to market demands

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objectives	<ul style="list-style-type: none"> • understand the concepts related to the characteristics of opinion journalism • read, study and approach opinion pieces critically • develop specific analytical skills in evaluating some opinion genres • acquire knowledge about the characteristics of opinion pieces
7.2 Specific objectives	<ul style="list-style-type: none"> • develop specific writing skills in order to be able to produce opinion texts • build specific vocabulary and reinforce text structures and text organization • plan and conduct a paper presentation on journalistic topics

8. Contents

8.1 Course	Teaching methods	Observation
<i>Course 1. Introductory course</i> – Subject matter. Rationale. Syllabus. Work strategy	Lecture.	2 hours
<i>Course 2.</i> Introduction to Opinion Journalism	Lecture.	2 hours
<i>Course 3.</i> (a) Concepts: Interpretation & Analysis. Persuasion, argumentation, rhetoric; (b) Opinion pieces. Analysis and critical thinking. Practice – Part 1	Lecture. Case studies.	2 hours
<i>Course 4.</i> (a) Argumentative Texts; (b) Opinion pieces. Analysis and critical thinking. Practice – Part 2	Lecture. Case studies.	2 hours
<i>Course 5.</i> Editorials	Lecture. Explanation. Discussions.	2 hours
<i>Course 6.</i> Op-eds	Lecture. Explanation. Discussions.	2 hours
<i>Course 7.</i> Columns.	Lecture. Explanation. Discussions.	2 hours
<i>Course 8.</i> Punditry	Lecture. Explanation. Discussions.	2 hours
<i>Course 9.</i> Commentaries. Analyses	Lecture. Explanation. Discussions.	2 hours
<i>Course 10:</i> Reviews	Lecture. Explanation. Discussions.	2 hours
<i>Course 11:</i> Cartoons and Satire	Lecture. Explanation. Discussions.	2 hours
<i>Course 12.</i> Revision and conclusions	Lecture. Discussions.	2 hours

Bibliography

- *The Associated Press Stylebook* (latest edition)
- Ceremella, Nick and Elizabeth Lee. *Cambridge English for the Media*. Cambridge: Cambridge University Press, 2008.
- Fink, Conrad. *Writing Opinion for Impact*. Blackwell Publishing, 2004
- Fleming, Carole, et al. *An Introduction to Journalism*. London: Sage Publications, 2006.
- Kane, Thomas S. *The Oxford Essential Guide to Writing*. New York: Berkley Books, 2000.
- Larson, Charles U. *Persuasion: Reception and Responsibility*. Wadsworth, Cengage Learning, 2013.
- Philips, Angela. *Good Writing for Journalists. Narrative, Style, Structure*. Sage Publications, 2007.

8.2 Seminar / laboratory	Teaching methods	Observations
<i>Seminar 1. Introductory Seminar. Work Strategy.</i>	Presentation. Discussion.	2 hours

Seminar 2. Introduction to opinion journalism. Opinion writing: practice.	Case studies.	2 hours
Seminar 3: Paper presentations	Presentation. Analysis. Discussion.	2 hours
Seminar 4: Paper presentations	Presentation. Analysis. Discussion.	2 hours
Seminar 5: Paper presentations	Presentation. Analysis. Discussion.	2 hours
Seminar 6: Paper presentations	Presentation. Analysis. Discussion.	2 hours
Seminar 7: <i>English in Use – Grammatical Categories</i>	Test.	2 hours

Bibliography

- Fink, Conrad. *Writing Opinion for Impact*. Blackwell Publishing, 2004
- Kane, Thomas S. *The Oxford Essential Guide to Writing*. New York: Berkley Books, 2000.
- Larson, Charles U. *Persuasion: Reception and Responsibility*. Wadsworth, Cengage Learning, 2013.
- Philips, Angela. *Good Writing for Journalists. Narrative, Style, Structure*. Sage Publications, 2007.

9. The corroboration of discipline contents with the expectations of the epistemic community representatives, professional associations and representative employers in the corresponding field of the study program

The course focuses on the analysis and production of opinion pieces along with some debate on the role of persuasion, rhetoric and interpretation in the process of communication; it provides guidance and practice on how to analyze and write some opinion pieces/ genres providing students with the necessary journalistic skills and tools.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Understanding and application of course concepts	Written examination	50%
10.5 Seminar/laboratory	Task 1: The Journalist's Portfolio	Writing and presenting an opinion piece & a critical analysis of it	30%
	Task 2: English in Use - Grammatical Categories	Grammar Test	20%

10.6 Minimum performance standard

All examination criteria are compulsory. Students are expected to be able to understand and apply the course concepts in order to produce opinion pieces and to identify, analyze and evaluate the necessary components of such journalistic texts. They are to acquire fluency, accuracy and correctness in both written and oral expression.

Date

Course instructor's signature

Seminar instructor's signature

Date of approval in the Department

Head of department's signature

.....

.....