

## SYLLABUS

### 1. Information about the program

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

### 2. Information about the discipline

2.1 Discipline title	<b>Opinion Writing</b>						
2.2 Course lecturer	<b>Associate Professor Ramona Hosu, PhD, Habil.</b>						
2.3 Seminar assistant	<b>Associate Professor Ramona Hosu, PhD, Habil.</b>						
2.4 Year of study	<b>III</b>	2.5 Semester	<b>6</b>	2.6. Evaluation type	<b>C</b>	2.7 Discipline type	<b>DS</b>

### 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:					30
Supplementary documentation in the library, on electronic platforms and in the field:					30
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					30
Tutorials					16
Examinations					14
Other activities: .....					
3.7 Total hours of individual study	84				
3.8 Total hours per semester	120				
3.9 Number of credits	5				

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	Introduction to Media Studies, Introduction to Reporting, Writing Techniques in Journalism: Normative Grammar, Creative Writing, Academic Writing, News Writing
4.2 based on competences	Writing Skills, English Grammar, Specific Vocabulary, Basic Journalistic Concepts

### 5. Conditions (where applicable)

5.1 for the course	Computer, Video Projector, Internet connection, Board, Cloud-based video conferencing tool
5.2 for the seminar/laboratory	Computer, Video Projector, Internet connection, Board, Cloud-based video conferencing tool

## 6. Accumulated specific competencies

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

## 7. Discipline objectives (from the accumulated competencies grid)

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

## 8. Contents

8.1 Course	Teaching methods	Observations
<i>Course 1. Introductory course</i> – Subject matter. Rationale. Syllabus. Work strategy	Lecture. Discussions. Q&A	2 hours
<i>Course 2. Introduction to Opinion Journalism</i>	Lecture. Discussions.	2 hours
<i>Course 3. Concepts: Interpretation &amp; Analysis. Persuasion, argumentation, rhetoric; (b) Opinion pieces. Analysis and critical thinking. Practice – Part 1</i>	Lecture. Case Studies.	2 hours
<i>Course 4. Concepts: Interpretation &amp; Analysis. Persuasion, argumentation, rhetoric; (b) Opinion pieces. Analysis and critical thinking. Practice – Part 2</i>	Lecture. Case Studies.	2 hours
<i>Course 5. Editorials</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 6. Op-eds</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 7. Columns.</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 8. Commentaries. Analyses</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 9. Punditry</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 10: Reviews</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 11: Cartoons and Satire</i>	Lecture. Explanation. Discussions. Practice.	2 hours
<i>Course 12. Revision and conclusions</i>	Lecture. Explanation. Discussions. Practice.	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	Observation
<i>Seminar 1. Introductory Seminar. Work Strategy.</i>	Presentation. Discussions.	2 hours
<i>Seminar 2.</i> Paper presentations	Presentation. Analysis. Discussions.	2 hours
<i>Seminar 3:</i> Paper presentations	Presentation. Analysis. Discussions.	2 hours
<i>Seminar 4:</i> Paper presentations	Presentation. Analysis. Discussions.	2 hours
<i>Seminar 5:</i> Paper presentations	Presentation. Analysis. Discussions.	2 hours
<i>Seminar 6:</i> Paper presentations	Presentation. Analysis. Discussions.	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 epistemic community representatives, professional associations and representative employers in the study program's corresponding field

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.

## 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	-	-	-
10.5 Seminar/laboratory	Task: The Journalist's Portfolio	Writing and presenting an opinion piece; answering course-related questions.	100%
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.			

Date

Course lecturer signature

Seminar assistant signature

.....30.09.2022.....

Date of approval in the Department

Head of department's signature

.....

.....