



## Course syllabus

Faculty of Arts and Humanities

Department of Media and Journalism

1JO502 Journalistik i text och bild, 15 högskolepoäng

1JO502 Writing and Visualizing Journalism, 15 credits

### **Main field of study**

Journalism

### **Subject Group**

Media Production

### **Level of classification**

First Level

### **Progression**

G1N

### **Date of Ratification**

Approved 2020-01-14

Revised 2023-03-17 by Faculty of Arts and Humanities.

The course syllabus is valid from autumn semester 2023

### **Prerequisites**

General entry requirements + English 6 and Civics 1b alt. Civics 1a1 +1a2.

## Objectives

After completing the course, the student should be able to:

- account for concepts, definitions and theories concerning journalistic interview technique and writing, still photography, and functional graphic design,
- perform basic journalistic and image semiotic analysis of journalistic products based on texts, images and graphic design,
- handle and use a professional camera for still photography as well as professional tools for image processing and layout,
- design and produce media products for printing and online use, which reach a basic publishable level from a linguistic, journalistic and design/technical point of view,
- account for basic professional and copyright ethics and apply professional methods and approaches in journalism and media production, such as adhering to journalistic ethics, meeting deadlines and following instructions,
- account for and justify design- and production-technical choices made during the production process.

## Content

The course gives an introduction to the journalistic work process and its methods, including ethics and meeting deadlines, as well as to relevant design and production-technical processes in media production. This includes journalistic interview technique, text production, still photography, and functional graphic design. The course furthermore deals with copyright, image semiotics and journalistic analysis. The student produces journalistic media productions for printing and online use, using tools such as Adobe Photoshop, Adobe Camera Raw, Adobe InDesign, and WordPress. Theoretical as well as applied aspects of the above are introduced.

## Type of Instruction

Teaching is delivered in the form of lectures, seminars, exercises and supervision.

## Examination

The course is assessed with the grades Fail (U), Pass (G) or Pass with Distinction (VG).

In order to receive the grade of Pass, the student must achieve the intended learning outcomes. Grading criteria for the grade of Pass with Distinction will be specified in writing when the course starts. The course is examined through submissions, seminars with submissions, and exam. Of the 15 course credits, 7.5 credits are examined in journalism and 7.5 credits in media production, using the following examination codes:

2301 Photography, 3 credits

2302 Interviewing & Writing, 1.5 credits

2303 Interviewing, Writing & Photography, 3 credits

2304 Journalistic Analysis and Visual Semiotic Analysis, 1.5 credits

2305 Home Exam, 1.5 credits

2306 Graphic Design, 1.5 credits

2307 Feature and Graphic Presentation, 3 credits

If the university has decided that a student has the right to special educational support due to a disability, the examiner may offer an adapted test or allow the student to conduct the test in an alternative form.

For students who do not pass their first examinations, retake examinations are provided in accordance with Local regulations for courses and examinations at the first and second levels at Linnaeus University.

## Course Evaluation

During or shortly after the course, a course evaluation is conducted. Results and analysis of the course evaluation are promptly communicated to the students who have taken the course. Students who are taking the course when it is offered the next time are informed of the results at the start of the course. The evaluation is anonymous.

## Required Reading and Additional Study Material

Adobe Creative Team (the latest edition). Creative Cloud tutorials.  
<https://helpx.adobe.com/se/creativecloud/tutorialsexplore.html>

Ahlmér, Anneli (the latest edition). *Vad är grejen? 4 steg till din första journalistiska artikel* Stockholm: Byline. (78 p.)

Bergström, Bo (the latest edition). *Effektiv visuell kommunikation*. Stockholm: Carlssons. (319 p.)

Häger, Björn (latest edition). *Intervjuteknik: En handbok*. Stockholm: Morfem. (276 s)

Häger, Björn (the latest edition). *Reporter. En grundbok i journalistik*. Stockholm:Norstedts. Urval: (cirka 300 s.)

Journalistikförbundet: Spelregler för press, radio och tv.  
[www.sjf.se/yrkesfragor/etik/spelreglerforpressradioochtv](http://www.sjf.se/yrkesfragor/etik/spelreglerforpressradioochtv)

Segeholm, Göran. (the latest edition). *Bildjournalistik –Idéer, begrepp och praktiska råd*. Stockholm: Morfem. (144 p.)

Additional compendia (ca 100 pages).