

General Information			
Course name KSSFaK/ ZZvPaEM1/15	Journalistic Genres in the Print and Electronic Media I	ECTS Credits	4
		Semester	summer (BC, MA)
Aims			
Basic orientation in the issue of journalistic genres and the creation of journalistic texts in the print media.			
Contents			
<p><i>Contents:</i> News genres and publicistic genres (rational and emotional) – dichotomous and trichotomous classifications; publicistic style.</p> <p><i>Syllabus:</i> Basic terminology and frameworks, the news service and the publicistics, models of classification of journalistic genres, news genres, opinion journalism, genres of the rational publicistics, genres of the emotional publicistics.</p>			
Evaluation			
Active participation in seminar discussions (20%), practical outcomes, which consists of the creation of specific journalistic texts (40%), and a written exam (40%).			
Bibliography			
DANESI, M.: Dictionary of Media and Communications (2014) DANESI, M.: Encyclopedic Dictionary of Semiotics, Media, and Communications (2000) GLADIŠ, M.: Žáner v prostredí masových médií (Genre in the Mass Media Milieu; 2015) SILVERBLATT, A.: Genre Studies in Mass Media: A Handbook (2007) and other publications.			

