Universidad de Navarra

Communication Skills for Journalists (F. Comunicación)

Teaching guide 2026-27

INTRODUCTION

Description: It is absolutely essential for journalists to have a good working knowledge of English, and to be familiar with the culture and media of the English-speaking world. Students will learn to use the English-language media as sources, in order to carry out practical research and writing projects. To complete this course successfully, students should have at least an upper-intermediate level of English (B2).

- **Title**: Communication Skills for Journalists
- **Module**: Media and Communication - Module 6. Elective course.
- Journalism - Module 5. Elective course
- **ECTS**: 3
- **Year, semester**: 2026-2027, first semester.
- **Type:** Elective course which is recommended for exchange students. The course is given in English.
- **Teacher:** Lesley Carol Reid
- **Language:** English
- **Room and time**: Room 08, FCOM. Thursday 12:00-13:30

LEARNING OUTCOMES

English writing skills.

English reading skills.

Professional communication in English.

Linguistic mediation and intercultural communication.

PROGRAMME

Week 1. Reading the press. Introduction to newspaper genres. The world of newspapers.

Week 2. Writing for different audiences. Tabloids and broadsheets.

Writing task 1: News from my country.

Week 3. Narrative: from structure to interaction.Who, what, when and why.

Week 4. Writing longer news articles. Cultural adaptations.

Week 5. Opinion writing and Biographical feature articles.

Writing task 2: Opinion article or biographical article.

Week 6. Fake news. Critical thinking. Analysing and interpreting news from different sources.

Week 7. Planning the mid-term project. Researching a comparison between reporting styles, perspectives and approaches.

Week 8. Interview skills. Introduction. Factual interviews and use of direct questions. Personal interviews.

Week 9. Interview skills. Techniques for getting the best out of a personality interview. Erasmus interviews and preparing the Erasmus writing.

Week 10. Presenting the mid-term project. Student presentations and discussions.

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Week 11. Presenting the mid-term project. Student presentations and discussions.

Week 12. Current trends in media formats, presentation and contents.

Upload project

Week 13. Review of course work.

Writing task 3: Erasmus feature article

EDUCATIONAL ACTIVITIES

Practical activities related to the work of the journalist or press officer, including:

Writing news articles and feature articles

Taking part in press conferences

Interviewing people of different kinds (witnesses, celebrities, controversial figures, ordinary people)

Analysing media texts

Writing the mid-term project and presenting it to an audience

ASSESSMENT

ORDINARY CALL

40% written assignments*

30% mid-term project and presentation

30% final examination: 1. critical reading, 2. understanding of newspaper genres, 3. listening, note taking and summarising skills.

FRIDAY 18 DECEMBER Room 11 09:00

*The written assignments for this year are:

10% News article for international readers

10% Opinion writing or biographical article

20% Erasmus article

EXTRAORDINARY CALL

40% written assignments (see above)

60% final exam (writing, listening, summarising)

BIBLIOGRAPHY and RESOURCES

The course material will be made available in ADI.

OFFICE HOURS

Lesley Carol Reid **(lreid@unav.es)**

Universidad de Navarra

- Institute of Modern Languages, Amigos building.
- Please send an email to arrange an appointment.