



Universidad  
de Navarra

*Communication Skills for Journalists (F. Comunicación)*

*Guía docente 2025-26*

## PRESENTACIÓN

**Breve descripción:** 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 intermediate level of English (B2).

- **Titulación:** Periodismo. Journalism, Communication or Media Studies.
- **Módulo/Materia:** Optatividad. Elective course.
- **ECTS:** 3
- **Curso, semestre:** Cualquier curso. Primer semestre. First semester.
- **Carácter:** Optativa. Recomendado para alumnos de intercambio. Se imparte en inglés. Recommended for exchange students. Course is given in English.
- **Profesorado:** Lesley Carol Reid
- **Idioma:** Inglés. English
- **Aula, Horario:** Aula 12, FCOM. Jueves 08:00-09:30

## RESULTADOS DE APRENDIZAJE (Competencias)

English writing skills.

English reading skills.

Professional communication in English.

Linguistic mediation and intercultural communication.

## PROGRAMA

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

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

Week 3. Who, what, when, where. Structure of the news article.

Week 4. Writing longer news articles. Cultural adaptations. Writing news about our own country for an international readership. Writing task 1: Class news and commentaries.

Week 5. Opinion writing.

Week 6. Biographical feature articles. Writing task 2: Opinion article or biographical article.

Week 7. Fake news. Critical thinking. Analysing and interpreting news from different sources.

Week 8. Planning the mid-term project. Researching a comparison between reporting styles, perspectives and approaches.

Week 9. Interview skills. Introduction. Factual interviews and use of direct questions. Personal interviews.



Universidad  
de Navarra

Week 10. Interview skills. Techniques for getting the best out of a personality interview. Erasmus interviews and preparing the Erasmus writing.

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

Week 12. Presenting the mid-term project. Student presentations and discussions.

Week 13. Review of course work. Current trends in media formats, presentation and contents.

## **ACTIVIDADES FORMATIVAS**

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

## **EVALUACIÓN**

### **CONVOCATORIA ORDINARIA**

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.

\*The written assignments for this year are:

10% News article for international readers

10% Opinion writing or biographical article

20% Erasmus article

### **CONVOCATORIA EXTRAORDINARIA**

40% written assignments (see above)

60% final exam (writing, listening, summarising)

## **HORARIOS DE ATENCIÓN**



Universidad  
de Navarra

Lesley Carol Reid ([lreid@unav.es](mailto:lreid@unav.es))

- Instituto de Idiomas, Edificio Amigos.
- Horario de tutoría: Please send an email in order to make an appointment.

## BIBLIOGRAFÍA

The course material will be available from Reprografía (Edificio Amigos) from the last week of August onwards.