

people's Democratic Republic of Algeria
Ministry of Higher of Education and Scientific Research
University of Mohammed Seddik Benyahia, Jijel
Faculty of human and social sciences
Department of information and communication

I. Course Information

Faculty: human and social sciences

Department: English

Target audience: 2nd year BA students.

Course Title: English language

Credits:1

Coefficient:1

Course duration: 15 weeks in each semester.

Time: Every Wednesday from 15:30 a.m. to 17:00 a.m.

Room: Amphitheatre 1

Lecturer: Dr Hicham Betahar

Contact : Via e-mail to

hicham.betahar@univ-jijel.dz

Availability:

In the Department: Wednesday from 9:30h to 12:30

Email Response: You can direct your questions to my email and will receive an immediate confirmation receipt and then a reply to your email within the following 24h.

II. Course Objectives

The course aims to:

- provide students with the language skills and knowledge required to communicate effectively in English.
- acquaint them with basic grammatical components and writing.
practical impact.

III. Content

In semester 4, 2nd year BA students are introduced to these main chapters in English language through this table below:

1. What is a Media Interview?
2. Types of Media Interview
3. Media Interview Techniques
4. What is a Report?
5. Types of Reports
6. The Reporting Techniques
7. Introduction to Communication
8. The Communication Process
9. Types of Communication According to Sender/ Receiver
10. Types According to the Means of communication
11. News Values
12. Ethics of Journalism
13. Ethics of Journalism in Algeria
14. Freedom of Expression
15. Freedom of Expression in Algeria

	Introduction to the Course	Conversation Practice	Reading Comprehension with exercises	Basics of English Grammar, with exercises	Writing Styles, with exercises
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What is a Media Interview?					
Types of Media Interview					
Media Interview Techniques					
What is a Report?					
Types of Reports					
The Reporting Techniques					
Introduction to Communication					
The Communication Process					
Types of Communication According to Sender/ Receiver					
Types According to the Means of communication					
News Values					
Ethics of Journalism					
Ethics of Journalism in Algeria					
Freedom of Expression					
Freedom of Expression in Algeria					

First lesson: **What is a Media Interview?**

What is a media interview?

How should someone prepare for a media interview?

Prepare for media interview success

Media interviews are an opportunity to share your research and explain its importance to local, national, and even international audiences. Whether you've talked to dozens of reporters or none, here are a few interview tips to keep in mind—whether the interview takes place in person, over the phone, or on a video call.

Prepare

Take a moment to prepare ahead of time. If you get an unexpected call directly from a reporter, you can always tell them you are in the middle of something and plan a time to call them back.

Preparing for your interview will help you nail it once you're in front of the camera or speaking to a reporter. Take even five minutes before your interview to run through your key messages out loud, so you'll sound natural during the interview.

Use plain language

Aim to create talking points that use plain language—avoid jargon or acronyms. Think about explaining your expertise or the points you want your audience to know with someone who has never heard about the topic at hand.

Stay on topic

Stick to 2-3 key messages. The more times you're able to repeat your key points, the more likely it will appear in the story. If a story gets off track, you can bring it back to those messages with phrases such as "The thing we are focusing on most is..." Find a way that feels natural to you to keep the conversation moving.

Respond clearly and concisely

Give your answer to the question and pause. The reporter will manage asking questions, but avoid filling the silence—even if it feels awkward.

Remember that reporters will often pause to check or take notes. When the reporter is ready to continue the conversation, they will.

Don't say “no comment”

Use bridging phrases instead of saying “no comment” whenever possible. You don't want to sound like you're hiding something, unprepared, or uninformed.

If you're ever in a situation where you'd like to say “no comment,” try choosing another phrase such as “I don't know I can speak to that.” If you don't know the answer to a question or it's not in your purview, you can say “I don't have that information, but if you'd like I can have someone from the PR team follow up with you...”

Never assume you're off the record.

Avoid getting caught up in parsing what is considered on the record, off the record, or on background—especially if you are discussing sensitive topics or potentially confidential information. It's safest to act as if everything before, during, and after the interview is on the record (because it is).



¹ This Picture generated by Ai software

Questions:

What are some effective techniques for answering tough questions in an interview?

How can body language and tone of voice impact a media interview?

What is the "bridging technique," and how is it used in interviews?

Second lesson: Types of Media Interview

What are the different types of media interviews (e.g., live, pre-recorded, print, panel)?

A Guide for Professionals

Being a good interviewee is an important skill for lawyers and professional service providers who want to raise their profiles as thought leaders, build relationships with journalists and get the greatest ROI on their media relations investment. The first step in being a good interview subject is properly preparing for your interview. To do this, you need to know the six basic kinds of media interviews.

Standard interviewing rules will always apply, but there may be some variance depending on exactly which type of interview the reporter seeks. As discussed here, expectations are everything.

Meet-and-greet interview:

This type of interview can be difficult to secure. Reporters are extremely busy and always on deadline, so when they want to take the time to meet and speak with you in person, it's a definite positive. A meet-and-greet is an indication that the reporter wishes to establish rapport and a longstanding relationship with you as a source.

Background interview:

A standard background interview means that a reporter is interested in your knowledge based on his or her area of coverage. Generally, a background interview involves speaking with a reporter to discuss trends you see in your industry, potential future story ideas and the like, but does not necessarily mean you'll be quoted in the moment. By also sharing details of your specific focus and noteworthy experience, you can provide a reporter with a frame of reference for upcoming story needs. A background interview usually doesn't result in a

story right away, but it is a great way to establish yourself as a future subject matter source.

Off-the-record interview:

Reporters are interested in off-the-record interviews when they are doing initial groundwork for a potential story but don't yet have enough material to move on. While off-the-record is intended to create a safe zone in conversation (and the majority of reporters truly honor this agreement by either keeping quiet or anonymizing your comments), you still should never say anything you don't want to see published. Keep in mind that the reporter has a job to do, so tailor your responses accordingly.

On-the-record interview:

On-the-record interviews are the most straightforward. They involve questions the reporter seeks answers to, typically for a specific story, and are pretty much a sure bet for being quoted and visible. Sometimes a reporter will provide a list of questions in advance, but this is not a guarantee or requirement. Either way, prepare your talking points and stick to them throughout your conversation. If a question comes up that you don't have an answer to or don't want to speak to, it's fine to say that directly to the reporter.

Email interview:

Email interviews are actually quite ideal. They involve exchanging questions and answers solely through email communication, so there's little margin for error and you can control your message completely. Sometimes a reporter will request a phone call to clarify any points in an email response, but it's generally straightforward and to the point.

Broadcast interview:

Broadcast interviews are a different ball game altogether. For television, an interviewee has to think through not only his or her interview responses but also physical appearance, tone and body language.

Will the interview air live, or will it be filmed and edited? Will the shot be full body or only head and shoulders? Before agreeing to and providing any broadcast interview, it's extremely important to familiarize yourself with the style of both the interviewer and the news show. Arrive early if possible, so you have time to gather your thoughts and get acclimated to the studio and culture.²

² <https://www.jaffepr.com/blog/know-6-basic-types-media-interviews>

Questions:

- How might **AI-generated virtual interviews** change media interactions in the future?
 - Do you think **live interviews** will become less common with the rise of edited digital content? Why or why not?
 - What new forms of media interviews could emerge with advancing technology?
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Third lesson: **Media Interview Techniques**

Media Interview Tips

Keys to a Good Interview

- Talk in lay terms, using as little professional or technical jargon as possible. Tell stories

and anecdotes that illustrate your point and give examples.

- **Keep the answers short.**
- Think about what you want to say before you speak. Define two to three main points you would like to make about your subject. Gather facts, figures, and anecdotes to support your points. Anticipate questions the reporter might ask and have responses ready.
- Speak in complete thoughts. The reporter's question may be edited out and your response should stand on its own. This is especially important for television interviews.
- Never say anything you do not want to read in print, hear on the radio, or see on television or the internet.
- Be confident. You are the expert.

Preparing Before the Interview

- Prepare a single communication objective and two or three secondary points you want to make.
- Anticipate the reporter's questions, especially the hard ones. What are your key messages? Answer difficult questions as briefly as possible, then bridge to your message.

- If you can provide the reporter with a written summary of information, main points or

statistics, do so. Reporters always need perspective (i.e., How many people are affected?

When did the issue arise? Is this part of a national trend?). Don't hesitate to put the issue

into perspective, even if the reporter doesn't ask.

During the Interview

- State the most important information first – then provide the background.
- Keep responses brief, but long enough to help the reporter get quotes.
- Stick to your main points and do not allow yourself to get drawn too far off on tangents.

Many people make the mistake of talking too much. Repeat your points if necessary to get back on track.

- Mention your subject by name several times during the interview, rather than saying "it" or "they."

- Make eye contact with the reporter.

- Don't overestimate a reporter's knowledge of your subject. If a reporter bases questions on information you believe is incorrect, do not hesitate to set the record straight. Offer background information where necessary.

- Identify anything you say as either fact or opinion. Your opinions are your own, but fact is fact.

- If you do not understand a question, ask for clarification rather than talking around it. If you do not have the answer, say so. Tell the reporter where to find the information, if possible.

- If you feel unprepared to answer a certain question, tell the reporter you will get back to him/her with an answer. Avoid discussing hypothetical situations.

- Never say, "No comment." Instead, if you cannot or do not choose to answer, explain briefly. For example, "I can't answer that because I haven't seen the research paper you are referring to."

- Avoid saying things “off the record.” Reporters may or may not honor this, and it annoys them.
- Be honest. Don’t try to conceal negative information; rather, let your interviewer know what you are doing to solve a problem.
- Don’t joke. Be friendly, but not complacent. Assume everything you say, even in a social situation, may appear in print or on the air.
- Reporters can use silence to make you feel uncomfortable and talk or say things you may not want to say. It is best to stay quiet between questions. Don’t fill in with chatter or become hyperbolic (sometimes called “nervous talk”).
- Make your final comment clear and concise, reemphasizing your main point.

If you feel that you failed to get the message out, force it in at the end. (“I think we’ve missed the real, critical issue here, which is....”)³



Questions:

What are the **essential steps** to prepare for a media interview?

How can an interviewee **identify and control key messages** before an interview?

Fourth lesson: **What is a Report?**

A journalistic report is a factual account of an event, issue, or topic, written or produced by a journalist for a news.

³ https://www.aaas.org/sites/default/files/AAAS_Media_Tips.pdf

⁴ <https://tinyurl.com/5ywea2re>

It aims to inform the public by presenting accurate, objective, and timely information. Key characteristics of a journalistic report include:

Journalistic reports can appear in various formats, including written articles (in print or online), broadcast (TV or radio), or multimedia presentations. They cover a wide range of topics, such as politics, crime, business, sports, entertainment, and more.

The goal of a journalistic report is to provide the audience with the information they need to understand an issue or event, enabling them to make informed decisions or opinions.

practical tips for effective journalistic reporting:

1. Research Thoroughly

Understand the topic: Before writing, gather as much information as possible about the subject.

Verify facts: Double-check all details, statistics, and claims to ensure accuracy.

Know your audience: Tailor your report to the interests and needs of your target audience.

2. Use Reliable Sources

Primary sources: Interview eyewitnesses, experts, or people directly involved in the event.

Secondary sources: Use credible documents, reports, or data to back up your story.

Attribute information: Always credit your sources to maintain transparency and credibility.

3. Ask the Right Questions

Use the 5 Ws and 1 H: Who, What, When, Where, Why, and How to cover all aspects of the story.

Ask follow-up questions to dig deeper and uncover more details.

Be respectful but persistent when interviewing sources.

4. Write Clearly

Use simple, direct language to make your report accessible to a wide audience.

Avoid jargon or overly complex terms unless necessary.

Stick to the facts and avoid unnecessary embellishments.

5. Follow the Inverted Pyramid Structure

Start with the most important information (the lead) to grab attention.

Provide supporting details in the middle.

End with background or less critical information.

6. Maintain Objectivity

Avoid inserting personal opinions or biases into the report.

Present multiple perspectives, especially on controversial topics.

Be fair and balanced in your coverage.

7. Be Ethical

Respect privacy and avoid sensationalism.

Do not plagiarize or fabricate information.

Correct mistakes promptly and transparently.

8. Stay Organized

Take detailed notes during interviews and research.

Organize your information logically before writing.

Use tools like outlines or mind maps to structure your report.

9. Meet Deadlines

Journalistic reporting often operates on tight schedules. Plan your time effectively to deliver your report on time.

Prioritize tasks and focus on the most critical aspects of the story first.

10. Adapt to Different Formats

Learn how to write for print, online, broadcast, or social media, as each format has its own requirements.

Use multimedia elements (photos, videos, infographics) to enhance your story when appropriate.

12. Build Relationships

Cultivate a network of reliable sources who can provide insights or tips.

Maintain professionalism and trust with your contacts.

13. Stay Updated

Keep up with current events and trends in your beat (e.g., politics, technology, sports).

Continuously improve your skills by learning new tools, techniques, and storytelling methods.

14. Protect Yourself

Be aware of legal risks, such as defamation or invasion of privacy.

Questions:

How should reporters handle sensitive topics (e.g., crime, tragedy, political conflicts)?

What is fake news, and how can media reports avoid spreading misinformation?

Sixth lesson: The Reporting Techniques

Introduction

Mainstream media has undergone massive changes over the past decades. Tech advancements replaced traditional media channels with website popups, online ads, social media sites, and video-sharing platforms. Consumers are no longer limited to print mediums.

To create accurate media coverage reports, adjust your strategies to suit digital platforms. Otherwise, you'll overlook most individuals and organizations mentioning your brand.⁵

Tips and best practices when creating a media report

Speak to your audience: Tailor the report

Who's reading your report? For executives, focus on high-level insights like media reach and sentiment analysis, keeping it brief and strategic. For your PR team, dive deeper into specifics such as competitor analysis and detailed performance breakdowns. Tailoring your report ensures that the information is relevant and actionable for whoever is reading it.

Show, don't tell: Use visuals

Data can be overwhelming when it's all text. Bring your report to life with visuals—charts, graphs, and color-coded elements make your data easier to understand and far more engaging. Visuals help readers focus on key points without getting lost in the numbers.

Cut the fluff: Focus on key metrics

Not every metric adds value. Stick to what matters—metrics that align with your media goals, like reach, sentiment, and engagement. Avoid overloading the report with vanity metrics that don't provide real insights. This keeps the report concise, actionable, and to the point.

Make it skimmable: Structure for quick reads

Time is valuable. Organize your report with clear headings, bullet points, and straightforward language to make it easy to skim. Busy readers can quickly find key takeaways, boosting the chances that your recommendations will be acted upon.

Use tools to streamline data collection

Save time and effort by using media monitoring tools to gather and organize your data automatically. This frees you up to focus on analyzing the data and offering deeper insights, making your report even more valuable.⁶

⁵ <https://shorturl.at/EBqhD>

⁶ <https://shorturl.at/kd7IR>

Sixth lesson: **News values**

What is the difference between a journalistic article and a scientific article?

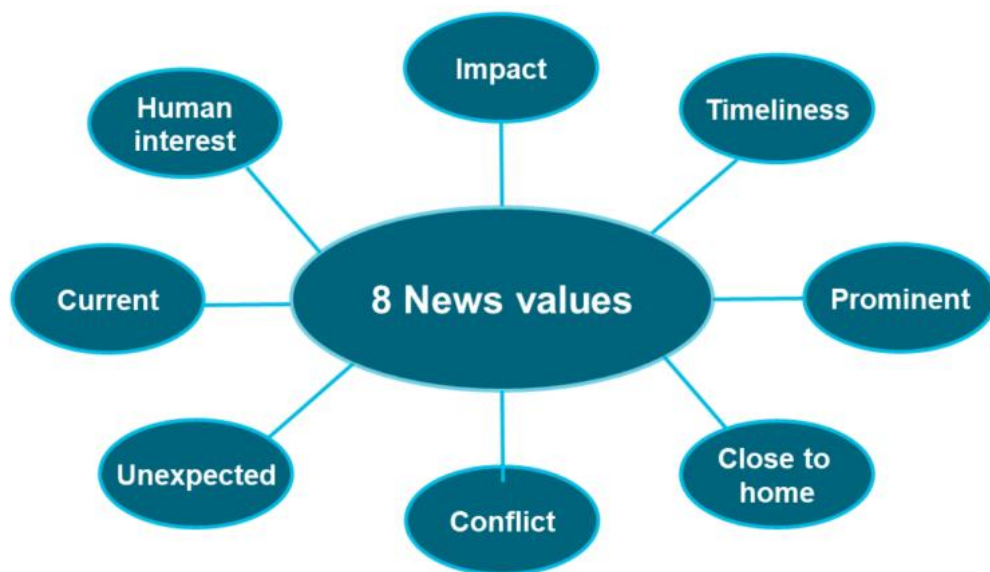
Introduction:

News values are general guidelines or criteria which determine how much prominence a media outlet gives a news story. They explain why a story interests its audience; and how editors and other journalists decide that one piece of information is news while another is not.

Media outlets include newspapers, magazines, radio, television, and the Internet. News values are also called news criteria or news factors.

8 typical news values

The 8 typical news values are: impact, timeliness, prominent, close to home, conflict, unexpected, current and human interest.



Impact

The more people involved in an event, the stronger the story. Whether it is a peaceful protest that draws tens of thousands of people, or a 72 vehicle pile-up on the motorway, it has impact.

Likewise, the number of people affected by such events will also influence the story's newsworthiness. For instance, a rise in income tax may, at first sight, seem the basis of a dull, depressing article. But it has impact because it will affect most people's pockets.

In 2022, Pakistan suffered the worst floods in its history. One third of the country – an area greater than the land mass of the United Kingdom – was under water, with a loss of 1,569 lives, and affecting 33 million people.

Everyday issues such as health, welfare, transport or national security also have a big impact and generate considerable public interest. However, no event can have had more impact than the outbreak of the Covid-19 pandemic in the early 2020s.

Timeliness

News gets out of date quickly. If it happened recently, it is timely. What is regarded as “recent” depends upon the publication cycle of the news medium itself. On a television news channel events that happened during the past half hour are timely. These may include a multiple car crash or a serious fire. By contrast, in the monthly parish magazine events that took place over the past 30 days are timely.

An unfolding story has strong news value on social media or 24 hour news channels. Timeliness is crucial. The audience become involved because they witness the event as it develops.

Prominence

Well-known people such as politicians and celebrities, can make the news even when their actions are trivial. Because of their media prominence, people feel a personal connection with them.

In November 2021, little known politician, Liz Truss, was photographed riding a tank when visiting British troops in Estonia. No-one took much notice. Less than a year later, this photograph went viral once she became British Prime Minister

Famous places and companies also attract interest.

Proximity or closer to home

Events occurring within the newspaper circulation or broadcast area are more likely to be newsworthy. They are closer to home.

So, local newspapers and regional television news programmes will be particularly alert to news that falls within their broadcast area.

Further afield, the UK press will almost certainly ignore 2,000 job losses in Taiwan. However, a mere 20 redundancies in Cambridge may well feature on the front page of the local newspaper.

A newsworthy story can also be closer to home psychologically. Six people killed in an air-crash in Australia on New Year's Eve 2017 was hardly world news. However, a prominent British businessman, Richard Cousins, and his family of four were among the victims in the seaplane. It was front page news in the UK.

Conflict

If it bleeds it leads, so says the old newspaper adage.

An event that results in blood, death or tragedy usually leads. For instance, it could be about a terrorist attack, murder, or even a parliamentary dispute.

On a more mundane level, news about people or organisations at odds with each other arouse curiosity. People want to know what lies behind the conflict.

The story could be about banal events such as the falling-out of two celebrities. Or it could be about more serious issues, such as a labour dispute. Conflict adds drama. Drama generates interest.

Unexpectedness or bizarre

Strange, odd or wacky stories are likely to find their way into the news because they deviate sharply from what you would expect. The unusual entertains.

Dog bites man is not news. Man bites dog is. On April 10, 2018 the Daily Telegraph ran an article about a man biting a dog — to defend his own dog!

Stargazing in London at night is sometimes a challenge amid the glow of city lights, but the capital received a rare treat when the Northern Lights appeared. Nationwide displays are a very rare occurrence indeed. The lights, also known as aurora borealis, could be seen right across the country thanks to one of the strongest geomagnetic storms in years.

Currency or trending stories

Social media has enabled people to share opinions with a far wider audience. When a phrase has been used multiple times, for example, on X (formally Twitter), it becomes a 'trending topic'. Journalists can capitalise on the current conversation by checking social media trends and finding out what is holding people's interest.

Stories that are already under the public spotlight, and being talked about, are more likely to be newsworthy. For instance, global warming continues to be a hot topic as it has a direct impact on the global population. Extreme weather

events in 2024, such as the Europe's hottest temperatures, devastating Spanish floods, and hurricane winds in the UK have all played their part.

Many topics experience a surge in popularity for a limited period of time. One such story which caught the public eye was the tenacity and determination of the blind comic, Chris McCausland. With his partner, Dianne Buswell, they overcame his disability to win the coveted glitter ball on BBC's Strictly Come Dancing competition.

Against all odds and believing he would be knocked out in the first week of the show, Chris 'efforts caught the nation's heart as week by week he stunned judges and audience alike by his outstanding performance.

Latest fads and anniversaries, especially items that were news in the past, also fall into the currency category. As the old year ends, the talk is all about presents and New Year's resolutions.

Human interest

People are interested in people. Certain events stir our emotions. Both a dying child receiving a donated organ and families reuniting after fifty years are good examples of human-interest stories.

In July 2022, the scorching record breaking temperatures hit the UK with disastrous effect but there were also instances of human altruism. In Ashill in Norfolk, fields caught fire causing a wildfire to sweep through and destroy eleven homes, and damaging many more. Many lost everything they owned, but those affected have said that "the kindness of the community has been overwhelming" and "kept them upright." (Source, BBC News).

People's everyday concerns strike a chord, for instance stories about food, health and housing. Information about schools, work and money also grab public attention.

Question:

Try to write a journalistic article that contain at least 6 news values.

Seventh lesson: **journalism Ethics**

Global Charter of Ethics for Journalists

The IFJ Global Charter of Ethics for Journalists was adopted at the 30th IFJ World Congress in Tunis on 12 June 2019. It completes the IFJ Declaration

of Principles on the Conduct of Journalists (1954), known as the "Bordeaux Declaration".

The Charter is based on major texts of international law, in particular the Universal Declaration of Human Rights. It contains 16 articles plus a preamble and defines journalists' duties and rights regarding ethics.

Preamble

The right of everyone to have access to information and ideas, reiterated in Article 19 of the Universal Declaration of Human Rights, underpins the journalist's mission. The journalist's responsibility towards the public takes precedence over any other responsibility, in particular towards their employers and the public authorities. Journalism is a profession, which requires time, resources and the means to practise – all of which are essential to its independence.

This international declaration specifies the guidelines of conduct for journalists in the research, editing, transmission, dissemination and commentary of news and information, and in the description of events, in any media whatsoever.

1. Respect for the facts and for the right of the public to truth is the first duty of the journalist.
2. In pursuance of this duty, the journalist shall at all times defend the principles of freedom in the honest collection and publication of news, and of the right of fair comment and criticism. He/she will make sure to clearly distinguish factual information from commentary and criticism.
3. The journalist shall report only in accordance with facts of which he/ she knows the origin. The journalist shall not suppress essential information or falsify any document. He/she will be careful to reproduce faithfully statements and other material that non-public persons publish in social media.
4. The journalist shall use only fair methods to obtain information, images, documents and data and he/she will always report his/her status as a journalist and will refrain from using hidden recordings of images and sounds, except where it is impossible for him/her to collect information that is overwhelmingly in the public interest. He/she will demand free access to all sources of information and the right to freely investigate all facts of public interest.
5. The notion of urgency or immediacy in the dissemination of information shall not take precedence over the verification of facts, sources and/or the offer of a reply.

6. The journalist shall do the utmost to rectify any errors or published information which is found to be inaccurate in a timely, explicit, complete and transparent manner.

7. The journalist shall observe professional secrecy regarding the source of information obtained in confidence.

8. The journalist will respect privacy. He/she shall respect the dignity of the persons named and/or represented and inform the interviewee whether the conversation and other material is intended for publication. He/she shall show particular consideration to inexperienced and vulnerable interviewees.

9. Journalists shall ensure that the dissemination of information or opinion does not contribute to hatred or prejudice and shall do their utmost to avoid facilitating the spread of discrimination on grounds such as geographical, social or ethnic origin, race, gender, sexual orientation, language, religion, disability, political and other opinions.

10. The journalist will consider serious professional misconduct to be plagiarism

distortion of facts

slander, libel, defamation, unfounded accusations

11. The journalist shall refrain from acting as an auxiliary of the police or other security services. He/she will only be required to provide information already published in a media outlet.

12. The journalist will show solidarity with his/her colleagues, without renouncing his/her freedom of investigation, duty to inform, and right to engage in criticism, commentary, satire and editorial choice.

13. The journalist shall not use the freedom of the press to serve any other interest and shall refrain from receiving any unfair advantage or personal gain because of the dissemination or non-dissemination of information. He/she will avoid - or put an end to - any situation that could lead him/her to a conflict of interest in the exercise of his/her profession. He/she will avoid any confusion between his activity and that of advertising or propaganda. He/she will refrain from any form of insider trading and market manipulation.

14. The journalist will not undertake any activity or engagement likely to put his/her independence in danger. He/she will, however, respect the methods of collection/dissemination of information that he / she has freely accepted, such as

"off the record", anonymity, or embargo, provided that these commitments are clear and unquestionable.

15. Journalists worthy of the name shall deem it their duty to observe faithfully the principles stated above. They may not be compelled to perform a professional act or to express an opinion that is contrary to his/her professional conviction or conscience.

16. Within the general law of each country the journalist shall recognize in matters of professional honour, the jurisdiction of independent self-regulatory bodies open to the public, to the exclusion of every kind of interference by governments or others.⁷

Questions:

When is it justified to invade someone's privacy for a story?

Is it ethical to publish the names of minors involved in criminal cases?

⁷ <https://shorturl.at/g0XrU>