

**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: Information and communication

Target audience: 1st year MA students.

Course Title: English language

Credits:1

Coefficient:1

Course duration: 15 weeks in each semester.

Time: Every Tuesday 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](mailto: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 Presentation**

The Master 1 program in Print and Electronic Press helps young people gain the skills they need for a career in journalism. The course is broken down into five parts. Each part focuses on different theory and practice.

In this program, students learn about both printed and digital media. They study the history and current trends in journalism, plus what the future might hold. The course also emphasizes the importance of ethics in journalism.

Students discover how journalists shape how people see the world. The Speaking Practice part is all about communication.

Students rehearse presentations, discussion, debates, and interviews, through entertaining role-play and practical exercises, they develop their ability to think fast and communicate effectively in front of various audiences.

In addition, reading is emphasized. Students work on everything from research papers to journalist articles.

Finally, the basics of English grammar teach students the importance of proper grammar.

### **III. 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 in the field of journalism.

### **III. Content**

In semester 2, 1st year MA students are introduced to these main chapters in English language through this table below

	Introduction to the Course	Conversation Practice	Reading Comprehension with exercises	Basics of English Grammar, with exercises	Writing Styles, with exercises
Investigative journalism					
Current issues					
New research attitudes in journalism					
Qualitative Methods in Journalism Research					
Writing for the web					
Design and production of newspaper					
Legislation and ethics of journalism					
Culture of image					

## First lesson: **Investigative journalism**

What drew you to investigative journalism, and what are your specific interests within this field?

### **What Is Investigative Journalism?**

While definitions of investigative reporting vary, among professional journalism groups there is broad agreement of its major components: systematic, in-depth, and original research and reporting, often involving the unearthing of secrets. Others note that its practice often involves heavy use of public records and data, with a focus on social justice and accountability.

Story-Based Inquiry, an investigative journalism handbook published by UNESCO, defines it thus: “Investigative journalism involves exposing to the public matters that are concealed—either deliberately by someone in a position of power, or accidentally, behind a chaotic mass of facts and circumstances that obscure understanding. It requires using both secret and open sources and documents.” The Dutch-Flemish investigative journalism group VVOJ defines investigative reporting simply as “critical and in-depth journalism.”

Some journalists, in fact, claim that all reporting is investigative reporting. There is some truth to this—investigative techniques are used widely by beat journalists on deadline as well as by “I-team” members with weeks to work on a story. But investigative journalism is broader than this—it is a set of methodologies that are a craft, and it can take years to master. A look at stories that win top awards for investigative journalism attests to the high standards of research and reporting that the profession aspires to: in-depth inquiries that painstakingly track looted public funds, abuse of power, environmental degradation, health scandals, and more.

At its heart: Systematic, in-depth, and original research and reporting that often exposes secrets

Sometimes called enterprise, in-depth, or project reporting, investigative journalism should not be confused with what has been dubbed “leak journalism”—quick-hit scoops gained by the leaking of documents or tips, typically by those in political power. Indeed, in emerging democracies, the definition can be rather vague, and stories are often labeled investigative reporting simply if they are critical or involve leaked records. Stories that focus on crime or corruption, analysis, or even outright opinion pieces may similarly be mislabeled as investigative reporting.

Veteran trainers note that the best investigative journalism employs a careful methodology, with heavy reliance on primary sources, forming and testing a hypothesis, and rigorous fact-checking. The dictionary definition of “investigation” is “systematic inquiry,” which typically cannot be done in a day or two; a thorough inquiry requires time. Others point to the field’s key role in pioneering new techniques, as in its embrace of computers in the 1990s for data analysis and visualization. “Investigative reporting is important because it

teaches new techniques, new ways of doing things,” observed Brant Houston, the Knight Chair of Journalism at the University of Illinois, who served for years as executive director of Investigative Reporters and Editors. “Those techniques blend down into everyday reporting. So you’re raising the bar for the entire profession.”<sup>1</sup>



## **Questions:**

What steps do you take to protect the confidentiality of your sources?  
What are your thoughts on the role of technology in investigative journalism?  
What are your thoughts on the challenges and opportunities facing investigative journalism today?

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## **Second lesson: Current issues**

### **Fake news**

Anyone can post a story online and news travels fast on social media.  
So, we need to question what we read and watch, before trusting that it's right.

### **What is fake news?**

It's likely you've heard of fake news before – it's used to describe false or misleading information. But as the name suggests, 'fake news' can be hard to spot and even harder to define.

So, how can you tell if what you're engaging with is real or fake – and why does it even matter?

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<sup>1</sup> <https://gijn.org/about-us/investigative-journalism-defining-the-craft/>

<sup>2</sup> <https://shorturl.at/sOm9s>

Why does fake news exist?

Fake news can help a political agenda

A fictional piece of information can help certain political parties or figures validate their opinions, and can be used to convince people to vote for them. Fake news can sometimes be easier to believe than real news

Other people might choose to engage with fake news as a more comforting version of the truth.

Fake news can get more people to engage with news content

In our click-driven world, controversial headlines also generate more attention, engagement and subscribers. That means there's ample motivation for some news websites to share or even create fake news – even if it hurts others.

Why is it important to identify and report fake news?

It's everyone's responsibility to identify and report fake news. A collective effort to prevent the spread of fake news can help to keep your community feeling safe, capable of identifying fake news and clear about what the truth is.

By calling out and reporting fake news, you can empower other members of your social media networks to think more critically about the content they are engaging with.

Tips to spot fake news

Check the story's source and credibility

The first thing you should do if you come across a fishy story on the timeline, is to check the story's credibility. Ask yourself:

Do you recognise the account or news site that's sharing the story?

Does the person who's reporting the information have the right credentials to tell this story?

If the answer to these two questions isn't a confident 'yes', this could be a sign you've stumbled onto fake news. Fake news is often published by 'independent' organisations or reporters – meaning people who may not have done appropriate research.

Check for biases or an agenda

Understanding how or why the story was written can also tell you a lot about its facts. If the story was shared onto your timeline by a specific account, try to figure out that account's intentions. What do they want you to do or believe after reading the information they're sharing – and does that action or belief seem reasonable?

Consider how the story is written

If you're still unsure, it may be worth opening the article itself. The way a news story is written is often a giveaway to whether it's fake news. The story may be fake news if it:

- uses simplistic terms or emotionally-charged terms for complex issues
- employs or references stereotypes without acknowledgement or context
- references incorrect or outdated information
- employs sensational headings rather than focusing on facts
- misspells words or uses incorrect grammar
- uses low-resolution pictures, or pictures that appear manipulated.

Generally speaking, people who create fake news are less interested in reporting the truth as they are in producing sensational content or information that furthers their interests.

If you feel comfortable and want to engage, do a deeper dive

Fake news is getting more sophisticated by the day, which means it's harder to catch. If you're still unsure – but are mentally prepared to engage – it may be worth doing a deeper dive on what you're reading.

Checking an article for disinformation, like the deliberate use of outdated, disproven, or irrelevant quotes, can help you figure out how much to trust it. If an article uses incorrect information, but doesn't appear to have harmful intentions, it may just be misinformation.<sup>3</sup>

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### **Third lesson: New research attitudes in journalism**

- Have you heard these terms “Solutions Journalism, Collaborative and Cross-Border Journalism” before?
- If your answer is yes, what do you know about it?

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<sup>3</sup> <https://shorturl.at/1EX4K>

The field of journalism has undergone significant transformation in recent years, driven by technological advancements, the rise of digital media, and evolving audience expectations. These changes have led to the emergence of new research attitudes in journalism, which emphasize innovation, collaboration, and adaptability. Below are some of the key new research attitudes in journalism:

### **1. Data-Driven Journalism**

Attitude Shift: Journalists are increasingly adopting data analysis as a core part of their research process.

Key Practices:

Using datasets to uncover trends, patterns, and stories.

Employing tools like Python, R, Excel, and Tableau for data analysis and visualization.

Collaborating with data scientists and researchers to enhance storytelling.

Impact: Enables deeper investigative reporting and evidence-based storytelling.

### **2. Computational Journalism**

Attitude Shift: Leveraging algorithms, automation, and artificial intelligence (AI) to assist in research and reporting.

Key Practices:

Using AI to analyze large volumes of data or social media content.

Automating repetitive tasks like fact-checking or transcribing interviews.

Developing tools for sentiment analysis or predictive modelling.

Impact: Increases efficiency and allows journalists to focus on higher-level analysis and storytelling.

### **3. Collaborative and Cross-Border Journalism**

Attitude Shift: Moving away from isolated reporting to collaborative, interdisciplinary, and international research efforts.

Key Practices:

Partnering with other news organizations, NGOs, or academic institutions.

Participating in global investigative projects like the Panama Papers or Pegasus Project.

Sharing resources, data, and expertise across borders.

Impact: Tackles complex global issues that require collective effort and diverse perspectives.

### **4. Audience-Centric Research**

Attitude Shift: Prioritizing audience engagement and feedback in the research process.

Key Practices:

Using analytics tools to understand audience behavior and preferences.

Conducting surveys, polls, or focus groups to gather input from readers.

Incorporating user-generated content (UGC) and social media trends into research.

Impact: Ensures journalism remains relevant and responsive to audience needs.

## **5. Fact-Checking and Verification**

Attitude Shift: Emphasizing rigorous verification of information in an era of misinformation and "fake news."

Key Practices:

Using tools like reverse image search, geolocation, and blockchain for verification.

Collaborating with fact-checking organizations like Snopes or FactCheck.org.

Training journalists in digital literacy and critical thinking.

Impact: Builds trust and credibility in journalism.

## **6. Immersive and Multimedia Storytelling**

Attitude Shift: Exploring new formats and technologies to enhance storytelling.

Key Practices:

Using virtual reality (VR), augmented reality (AR), and 360-degree video for immersive experiences.

Incorporating interactive graphics, podcasts, and video content into research-based stories.

Experimenting with gamification to engage audiences.

Impact: Makes complex stories more accessible and engaging.

## **7. Ethical and Inclusive Research**

Attitude Shift: Prioritizing ethical considerations and inclusivity in research practices.

Key Practices:

Ensuring transparency in data collection and analysis.

Avoiding biases in data interpretation and representation.

Amplifying underrepresented voices and perspectives in reporting.

Impact: Promotes fairness, diversity, and accountability in journalism.

## **8. Open Source and Transparency**

Attitude Shift: Embracing open-source tools and transparent methodologies.

Key Practices:

Sharing datasets, code, and methodologies with the public.

Using open-source software for data analysis and visualization.

Documenting research processes to allow for peer review and replication.

Impact: Builds trust and encourages collaboration within the journalism community.



## **9. Solutions Journalism**

Attitude Shift: Focusing on solutions-oriented research rather than just highlighting problems.

Key Practices:

Investigating successful responses to social issues.

Highlighting best practices and innovative approaches.

Balancing critical reporting with constructive storytelling.

Impact: Inspires action and fosters hope among audiences.

## **10. Environmental and Climate Journalism**

Attitude Shift: Prioritizing research on climate change and environmental issues.

Key Practices:

Using satellite imagery and climate data to track environmental changes.

Collaborating with scientists and environmental organizations.

Highlighting the human impact of climate change through data-driven stories.

Impact: Raises awareness and drives action on critical global issues.

### **Question:**

Based on the types mentioned above, which type do you think is the most beneficial to society, and why?

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## **Fourth lesson: Writing for web**

What are the main differences between writing for web and print?

If you are a web content writer, you need to know how to write for the web effectively. Writing for the web is different from writing for print in many ways. In this article, you will learn about the main differences between web and print writing, and how to apply some web writing best practices to your content.

### **1 Audience and purpose**

The first difference between web and print writing is the audience and purpose of your content. Web readers are usually looking for quick and relevant information, while print readers are more likely to read for leisure or in-depth knowledge. Therefore, you need to write for the web with a clear and specific goal, and tailor your content to your target audience's needs, interests, and preferences.

## **2 Structure and format**

The second difference between web and print writing is the structure and format of your content. Web readers tend to scan rather than read, and they have shorter attention spans than print readers. Therefore, you need to write for the web with a clear and logical structure, and use headings, subheadings, paragraphs, and lists to break up your text and make it easy to skim.

You also need to use a simple and consistent format, and avoid long sentences, complex words, and jargon.

## **3 Style and tone**

The third difference between web and print writing is the style and tone of your content. Web readers expect a more conversational and informal tone than print readers, and they appreciate a personal and engaging voice. Therefore, you need to write for the web with a friendly and confident tone, and use second person, active voice, and contractions to connect with your audience.

You also need to use a clear and concise style, and avoid passive voice, filler words, and clichés.

## **4 Content and quality**

The fourth difference between web and print writing is the content and quality of your content. Web readers are more likely to trust and share your content if it is accurate, relevant, and credible, while print readers are more forgiving of errors and inconsistencies. Therefore, you need to write for the web with a high standard of content and quality, and use reliable sources, facts, and examples to support your claims.

You also need to proofread, edit, and update your content regularly, and avoid plagiarism, grammar, and spelling mistakes.

## **5 SEO and accessibility**

The fifth difference between web and print writing is the SEO and accessibility of your content. Web readers rely on search engines to find your content, and they use different devices and browsers to access it, while print readers have a physical copy of your content.

Therefore, you need to write for the web with SEO and accessibility in mind, and use keywords, titles, meta descriptions, and links to optimize your content for search engines.

You also need to use alt text, captions, headings.<sup>4</sup>

### **Questions:**

How can storytelling techniques improve web content?

What are some common mistakes to avoid when writing for the web?

How does multimedia (images, videos, infographics) enhance web writing?

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## **Fifth lesson: Design and production of newspaper**

"What are the fundamental stages involved in designing and producing a newspaper, and how do editorial, design, and printing teams collaborate to create the final product?"

### **The Design of Newspapers: Why The News Industry is Changing**

Over recent years, the world of news making has dramatically changed. Newspaper Design examines the forces that have transformed the industry and showcases the best of editorial design in the news context. Following the shift to digital, the role of visual journalists has evolved. As our reading habits change, so do the ways in which designers deal with typography, grid systems and illustration in order to tell a story in the most engaging way.

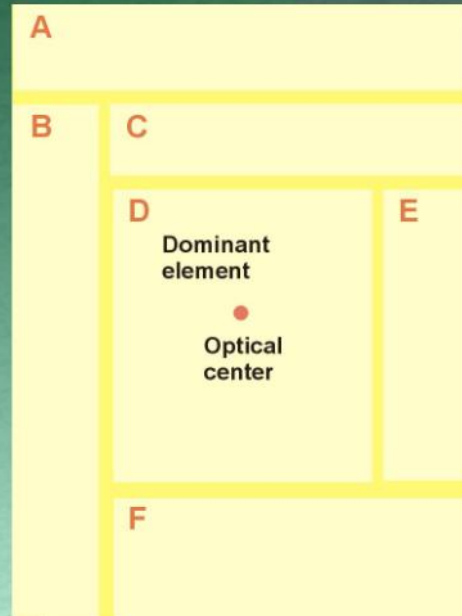
Newspaper Design discusses the daily challenges of journalists and editorial designers, and introduces the work of the teams behind some of the most influential newspapers, such as the New York Times, the Guardian, and Libération.

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<sup>4</sup> <https://shorturl.at/rmMZ0>

Unique insights from professionals paired with outstanding visual examples reveal the inner workings of the news industry and make Newspaper Design a must-have for designers, publishers and journalists.<sup>5</sup>

## Design principle: Balance



## Design principle: Balance



<sup>5</sup> <https://shorturl.at/VfVaj>

# Borders

**The San Diego Union-Tribune**

**Endgame nears in divided U.N.**

Quadruple disaster strikes off the coast of the Philippines as typhoon Haiyan hits. The impact is expected to be a combination of the typhoon's force and the damage caused by the earthquake. A new 'red alert' is being issued for the Philippines as the typhoon moves inland. The United Nations is expected to play a key role in the relief efforts.

**Bulk of firearms lawsuit set aside**

Culture is crucial to the future of the Philippines. The lawsuit is expected to be a significant factor in the country's future.

**Ethnic cleansing**

'Amibation' deadly to Kurdish minority. The situation in the region is expected to be a combination of the typhoon's force and the damage caused by the earthquake.

**CHARGERS PULL MAYOR'S TRIGGER**

It might be a sign of things to come. The situation in the region is expected to be a combination of the typhoon's force and the damage caused by the earthquake.

**The Washington Post**

**China slips, but global growth may be stiffer**

In this summer of megafires, virgin forests are turned to moonscapes. The situation in the region is expected to be a combination of the typhoon's force and the damage caused by the earthquake.

**Ukraine defense minister is out**

Not enough staff to help students in crisis. The situation in the region is expected to be a combination of the typhoon's force and the damage caused by the earthquake.

**Flight rules posing problems for blind travelers**

The situation in the region is expected to be a combination of the typhoon's force and the damage caused by the earthquake.

# Open space

**Xtra Living**

**Miami Herald**

**Slim pickings, hard choices for home buyers**

**HARVESTS IN JEOPARDY?**

**Artificial intelligence project imagines adult faces of children gone missing during Argentina's military dictatorship**

**PIONEER PRESS**

**Library designs are unveiled**

**Justices skeptical of Affirmative Action**

**RUSSIAN ASSAULT INTENSIFIES**

**Forces target utilities, leaving major cities without power, water**

**At 92, Mary Howard is a water aerobics class veteran**



# Art – Photo Guidelines

- ❑ Every photo should have a clean, clear center of interest.
- ❑ Every photo should have a cutline or caption.
- ❑ Every photo should look natural.
- ❑ Every photo should be relevant.
- ❑ Make the main photo much larger than all other photos on a page.
- ❑ Subjects of the photo should look into a page, not out of it.
- ❑ Favor photos that tell a story.



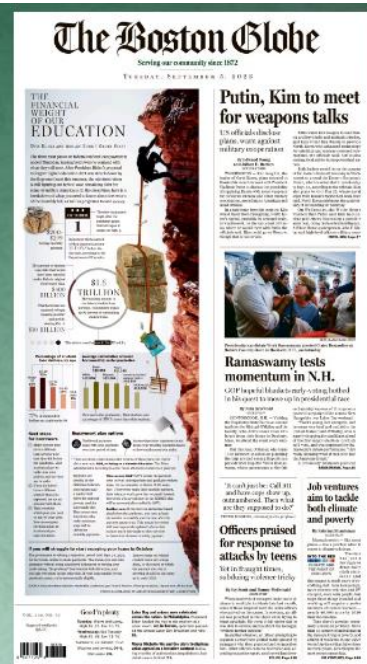
# Modern newspaper layout design tips

**Manage free space.** Empty space is as important as the used space. Don't try to fill up all the free space on the page. Well positioned empty or white space can make a newspaper really stand out and look clean, fresh and elegant.



# How to recognize a well-designed newspaper

- ▶ Good organization
- ▶ Attractive design
- ▶ Judicious use of dramatic photos and creative illustrations and infographics
- ▶ News is easy to follow
- ▶ Contrast
- ▶ Unity
- ▶ Typefaces are kept to a minimum
- ▶ Pages have balance



## Question

- What are the key elements of newspaper layout and design, and how do they contribute to readability and visual appeal?
- How has digital technology influenced the traditional processes of newspaper production and design?

- What role does typography play in newspaper design, and how do font choices impact reader engagement?