

CERTIFICATE COURSE IN PUBLIC JOURNALISM

Course Outline

A Fellowship offered by the University of San Agustin-Iloilo in partnership with the Center for Community Journalism and Development (CCJD). It is open to practicing journalists who have at least two years' experience and to graduate students wishing to pursue higher communications or journalism studies. Units earned from the course can be credited to a degree course in journalism, communications or liberal arts. It can be offered as a 52-hour summer course spread over two weeks.

The Certificate Course in Public Journalism responds to identified media reform actions resulting from participatory activities conducted under the project Sustaining the Gains of the Media Engagement for Governance Reforms in 2005 supported by the United Nations Development Programme (UNDP) through the Fostering Democratic Governance program.

Course Objectives

The course has been designed to specifically target practicing journalists who want to improve their skills, earn credits for further advanced studies in journalism, explore new and exciting ways of practicing journalism, and offer opportunities for contributing to community-building through their craft.

Course Description

This course uses interactive and adult learning processes to enable participants apply new journalistic concepts to the day-to-day practice of the craft. It will likewise allow them to develop, should they decide, proposals for public journalism projects that they can undertake at the end of the course. Proposals can be submitted to the Center for Community Journalism and Development.

Course Content

I. History of Journalism in the Philippines

Participants will be given a brief review of the development of journalism in the Philippines from the earliest "town crier" systems before the arrival of the Spaniards, the first newspaper of Graciano Lopez Jaena, to the present-day mass market and evolutionary news media. This will also provide participants some historical and cultural underpinning for their work.

II. Role of Media in Governance and Democracy

This part of the course draws the context for developing new forms of journalism, such as public journalism, wherein participants learn to situate themselves within and among key stakeholders in the community. It also allows participants to view and understand the workings of governance and democracy from a citizen perspective through interactive discussions on the rule of law and human rights.

III. Ethics and Values in Journalism

A framework of ethics, responsibility and values will guide the participants throughout the course and will allow them to revisit and review their practice against journalistic norms.

IV. Basic News Writing and Reporting Refresher

Designed as a review course for participants, especially those who have not gone through formal journalism schooling.

V. Writing the Feature Story

A refresher module that will walk the participants through the rigors and rewards of writing the feature story that is a hallmark of public journalism.

VI. Principles of Public Journalism

The general principles and conceptual framework of this new form of journalism will allow for a discussion of how the craft should contribute to community building and the strengthening of citizen participation in public life. It discusses the engagement of journalists and citizens in setting the news agenda and developing strategies for continuing dialogues on rights-based community issues.

VII. Tools and Techniques of Doing Public Journalism

Participants will be walked through a series of steps combining lectures, discussions, workshops and games to help them break down concepts into practical, usable journalistic applications and techniques.

- Exploring and Examining the Layers of Public Life
- Understanding the Different Areas In a Community
- Identifying Types of Community Leaders
- Engaging People in Conversations
- Preparing the Civic Map
- Following the PJ Trails
- Framing the Public Journalism Story

VIII. Selecting a Public Journalism Topic

Several themes will be presented for discussion and analysis such as good governance, human rights, gender, environment, peace and development. Participants will be required to select a theme or topic that will become the basis for a public journalism project or story to be pursued after the course.

IX. Public Journalism Design and Layout

This will enable the participants at the end of the course to re-conceptualize the page formats of their newspapers or magazines using graphs, charts, illustrations, and photographs. It will also help them integrate their public journalism stories with the overall design.

X. Field Visits and Practical Applications

The course will bring participants out of the classroom and into the real world in real time to apply the tools and techniques of public journalism. Outputs can be story or series outlines, and/or proposals for undertaking a public journalism project focusing on a particular theme or community issue.

Course Structure

Week 1

Topic 1

Instructional and discussion sessions on the historical background of journalism in the Philippines and how the evolution of the craft gave rise to present-day paradigms. (3 hours)

Topic 2

Lecture and workshop on the role of media in governance and democracy will provide context for the course on public journalism. (3 hours)

Topic 3

The ethics and values in journalism module will tackle the norms and principles of good journalism and why responsibility is a must in the practice of the craft. (4 hours)

Topic 4

Basic news writing and news reporting will take participants through a review process. (8 hours)

Topic 5

Writing the feature story will allow participants to rekindle their interest in using the featurized approach to developing their stories. This is also the format that works well in public journalism. (4 hours)

Topic 6

The session on the principles of public journalism will introduce participants to this emerging form of journalism that sees practitioners of the craft as community stakeholders. (3 hours)

Week 2

Topic 7

The tools and techniques of doing public journalism will guide the participants through a step-by-step process that will also illustrate the key elements of this kind of journalism. The module will incorporate workshops, games, lectures and discussions. (8 hours)

Topic 8

In selecting a public journalism topic or theme, participants will be given exercises and made to go through workshops. At the end of the session they should be able to identify a topic for a public journalism story that has a bearing on current realities in their area or community. (3 hours)

Topic 9

The module on public journalism design and layout allows participants an opportunity to look at their newspapers or magazines integrally. They will also learn how to “visualize” their stories or series that will sustain reader interest and trigger action. (8 hours)

Topic 10

The field visits and practical applications module aims to give participants a hands-on feel in applying the tools and techniques of public journalism such as conducting community conversations, etc. (8 hours)

Selected Reading Guide

Batario, Red, 2004. *Breaking the Norms, Lessons in the Practice of Public Journalism*, Center for Community Journalism and Development, Manila

Batario, Red, 2003. *Public Journalism and Good Urban Governance*, workshop paper for the Southeast Asian Journalists' Workshop on Good Governance, Kuala Lumpur, Malaysia.

Batario, Red, 2002. *Bringing the News Back to Where It Belongs: The Community*, BusinessWorld, Manila Times, Today; series on public journalism, Manila.

Balgos, Cecile C.A., 2001. *Investigating Local Governments: A Manual for Reporters*, Philippine Center for Investigative Journalism

Batario, Red, 1996. *Public Journalism: Engaging Citizens and Communities*, Occasional Paper of the project Enhancing Local Initiatives for People's Participation through Public Journalism, Manila.

Charity, Arthur, 1995. *Doing Public Journalism*, The Guilford Press, New York and London

Chua, Yvonne and Sison, Marites, 2002. *Armando J. Malay: A Guardian of Memory*, Anvil Publishing

Itule, Bruce, 2003. *News Writing and Reporting for Today's Media*, 6th Edition, McGraw Hill

Iyengar, Shanto, 1994. *Is Anyone Responsible? How Television Frames Political Issues*, The University of Chicago Press

Kovach, Bill and Rosenstiel, Tom, 2001. *The Elements of Journalism*, Crown Publishers New York

Pabico, Alecks and Batario, Red, 2001. *Connecting with Communities: Public Journalism in the Philippines*, Center for Community Journalism and Development, Manila.

Rosen, Jay, 1996. *Getting the Connections Right: Public Journalism and the Troubles in the Press*, Twentieth Century Fund

Rosen, Jay and Merritt, Davis, Jr., 1994. *Public Journalism, Theory and Practice*, Occasional Paper of the Kettering Foundation, Dayton, Ohio.

Assessment and Accreditation

A CCJD-USA course award is given for satisfactory course completion. Participants will receive credit towards further degree studies. Assessment will be required for Master degree units.

Course Length

Fifty-two (52) hours. Course can be spread over two (2) weeks.

Costs

Course fee for selected fellows sponsored by an organization (to be determined with partner institution)

For individual applicants/fellows

Fee includes tuition, course materials, coffee and refreshments, transport during course activities and other functions.