

SYLLABUS_TUTORIAL	
Title of the course: Thematic Journalism	
Course lecturer: Nikolina Borčić, assistant professor	
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Study program: Journalism	
Year of the study: 3rd to 5th	
ECTS: 7	
Course description and course objectives:	The aim of this course is to introduce students to forms of journalism that do not rely on daily news and current events but instead seek a "bigger story" which—depending on how it is presented—can be educational, informative, and entertaining. The skill of delivering a journalistic story (through writing, recording, or narration) is essential for capturing the attention of the intended audience. Students will become familiar with the fundamental criteria of this skill as well as with the broader framework of what constitutes a story. Special attention is given to the sources of journalistic stories, methods of structuring them, stylistic features, and potential media positioning, regardless of the media type.
Course enrolment requirements and entry competences:	No requirements
Learning outcomes (at the level of the course):	Define and identify types of media content. Discuss and explain the importance of particular topics. Apply acquired insights to new topics. Analyze new information. Compare and connect relevant data.
Course content (weekly class schedule):	1. Introduction. What a journalistic story is, how to recognize and structure it, and where to pitch or publish it. 2. Calendar and Historical Topics. Preparation of stories linked to upcoming seasonal events, holidays, and notable anniversaries, including "On This Day" items that highlight significant past people or events. 3. Human Interest Stories. Extremely popular media content associated with (mostly anonymous) individuals who, due to their actions or circumstances, deserve special media attention, sources, research, and structuring of human-interest stories. 4. Social Phenomena. Timeless themes that are regularly revisited: health (treatments, new medications, research results), "dark" topics (crime, alcoholism, drugs, delinquency, suicides), and alternative phenomena and approaches (unconventional medicine, astrology, magic, mysticism). 5. Tourism and Travel Storytelling. Presentation of interesting locations, forms of travel, adventure tourism, gastronomy and enology; professional associations of travel journalists (domestic and international) and related competitions. 6. Lifestyle Journalism. A broad range of current topics related to the culture of living: nutrition, fashion, design, horticulture, pets, etc.; identifying and structuring lifestyle stories.

Required reading:	1. Bassetty, Jeremy (2023) Travel Book. (2023) Travel Book Guidebook.pdf 2. Hanusch, F. (2010) The dimensions of travel journalism: exploring new fields for journalism research beyond the news. Journalism Studies, 11(1), 68-82. https://eprints.qut.edu.au/68293/ 3. Hanusch, F. (ur.) (2013). Lifestyle Journalism. London i NY: Routledge. 4. Harshini, P. (2019). Influence of narrative journalism through storytelling. International Journal of Linguistics, Literature and Translation, (99+) Influence of Narrative Journalism through Storytelling International Journal of Linguistics, Literature and Translation (IJLLT) - Academia.edu 5. Lampert, M., & Wespe, R. (2020). Storytelling für Journalisten: Wie baue ich eine gute Geschichte? (5., überarb. Aufl.). Köln: Herbert von Halem Verlag. 6. Pauliina Siniauer (2014-2015). Writing about Food. Microsoft Word - WRITE ABOUT FOOD - lopputyo.docx (hssaatio.fi) 7. Van Krieken, K. (2019). What is narrative journalism? A systematic review and an empirical agenda. (PDF) What is Narrative Journalism? A Systematic Review and an Empirical Agenda (researchgate.net) 8. Wielechowski, B. (2020). Introduction to narrative journalism. Simple Book Publishing. https://pressbooks.pub
Student participation and requirements:	Students will be required to attend and participate in classes as well as to prepare two assignments. One assignment will be a oral analysis of a journalistic stories (from their country, if available and up to two pages long). The second assignment will be a project on a selected topic where the student proposes a story and presents the structure and performance of the story for the selected medium, and an oral presentation on the same topic.
Grading and evaluating student work in class and at the final exam:	Students will be evaluated in accordance with their oral presentation and the written assignments.
Grading scale:	Excellent (5); Very good (4); Good (3); Satisfactory (2); Unsatisfactory (1)