



COURSE DATA

DATA SUBJECT

Code: 36627
Name: Opinion journalistic genres
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	3	First quarter
1937 - Double Degree Program in Audiovisual Communication and Journalism	Facultat de Filologia, Traducció i Comunicació	3	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Información periodística y su tecnología	COMPULSORY
1937 - Double Degree Program in Audiovisual Communication and Journalism	Tercer Curso (Obligatorio)	COMPULSORY

COORDINATION

DOMINGUEZ ROMERO MARTIN

SUMMARY

In this compulsory subject, students are provided with a theoretical foundation on the different genres and arguments used in journalistic persuasion, as well as a practical introduction to the various forms of opinion writing. Throughout the course, students will be introduced to the main forms of journalistic opinion (column, critique, review, editorial, cartoon, chronicle, etc.), along with the formal characteristics of each genre. At the same time, a historical overview of the origins of opinion journalism will be offered, and significant examples of each modality will be provided to students. During practical sessions, students will be expected to develop the different journalistic opinion genres and demonstrate their argumentative and stylistic skills.

Additionally, through reading opinion columns, practical exercises, and various discussions, topics such as the climate crisis, health protection, gender stereotypes, and other issues closely related to various Sustainable Development Goals (SDGs) will be addressed.

Likewise, this subject is part of the educational innovation project 'PIEC GCID23_2570723 #EIMur. Memory



and Multi-telling' and follows the activities approved in this regard by the Service for Permanent Training and Educational Innovation (SFPIE), among which the following stand out: the dissemination of democratic memory among students and the channeling of the effort involved in class assignments towards the understanding of these topics. All of this, moreover, within the framework of the Project-Based Learning (PBL) model, with the (always voluntary) proposal to participate in the topic of Historical Memory.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

The following recommendations are proposed:

- Possess journalistic skills, both from a formal perspective (writing and stylistic knowledge) and basic understanding of journalism history and practice.
- Have previously taken courses related to informative and interpretative journalistic genres, communication documentation, and historical content.

COMPETENCES / LEARNING OUTCOMES

1334 - Degree in Journalism

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.

Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Students should be able to obtain and select relevant information and sources in order to solve problems



and elaborate on strategies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

DESCRIPTION OF CONTENTS

1. Knowledge of the journalistic environment in opinion columnism

- 1.1. The myth of objectivity
- 1.2. Deontological Decalogue
- 1.3. Generating opinion
- 1.4. Conclusions

2. Study of the history of opinion journalism

- 2.1. "Mercurios" and "Gazetas"
- 2.2. The eighteenth century, the dominance of reason
- 2.3. The 19th century, the heyday of the ideological press
- 2.4. The 20th century: towards a new press model

3. Argumentative strategies: persuasion, convincing and manipulation

- 3.1. What is style?
- 3.2. Informative style and opinion style
- 3.3. Tips on opinion journalism: amenity, vocabulary, and rhythm
- 3.4. Persuasion and argument strategies

4. Types of columnism: political, cultural, sporting, etc.

- 4.1. The editorial
 - 4.1.1. Definitions
 - 4.1.2. Editorial models
 - 4.1.3. Style and structure
 - 4.1.4. The signed editorial
 - 4.1.5. Political mediation of the editorial
- 4.2. The opinion column
 - 4.2.1. Concept of column
 - 4.2.2. Types of columns
 - 4.2.3. Political column
 - 4.2.4. Literary column
 - 4.2.5. Humor column
 - 4.2.6. Sports column
 - 4.2.7. Society column
 - 4.2.8. Popular science column
 - 4.2.9. Caricature and cartoons

5. Introduction to Literary, Music and Film review



- 5.1. Review functions
- 5.2. Structure of journalistic review
- 5.3. Literary review
- 5.4. Film review
- 5.5. Theater review
- 5.6. Musical review
- 5.7. Art review
- 5.8. Another types of review (bullfighting, sports, gastronomy, etc.)

This content plan will be reflected in the following learning outcomes:

- To illustrate the evolution of genres nowadays and the new reality that is given to the media with the mixture of different genres
- To show the capacity and ability to communicate in the language of each of the traditional media (radio, television)
- To organize the knowledge of the journalistic environment in opinion columnism
- To relate the knowledge of the history of opinion journalism

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	20,00
Computer classroom practice	40,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	90,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

MD1 - Theoretical classes (lectures or expository classes with student presentation)

MD2 - Practical classes

MD3 - Discussion classes



EVALUATION

First call

Continuous assessment will consist of three distinct parts:

- Academic paper on a figure in column writing (30% of the final grade).
- In-class practical assignments (30% of the final grade).
- Theoretical exam on the contents covered in class (40% of the final grade).

Assessment criteria:

- Academic paper: Students will be assessed on their ability to analyse the different stylistic and rhetorical resources of the chosen author, following an academic article structure, as well as on their ability to apply the knowledge covered in class.
- Theory: The learning of the contents explained in class will be assessed.
- Practical assignments: Students will be assessed on their ability to successfully develop the different opinion journalism genres. In order to be eligible for evaluation, students must attend at least 90% of the practical sessions and complete the corresponding in-class assignments.

To pass the course, students must obtain at least 5 out of 10 in each of the three parts of the assessment.

Second call

Students following continuous assessment who do not achieve the required grade in one or more parts will be able to retake them during the second call.

Students who have not been able to follow continuous assessment will take an exam on the theoretical contents and submit an individual dissemination paper on the date set by the lecturer. In this case, the assessment will be as follows:

- Academic paper (40% of the final grade).
- Theoretical exam on the contents covered in class (60% of the final grade).

To pass the course, students must obtain at least 5 out of 10 in each of the two parts.

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on 30 May 2017. ACGUV 108/2017.

Academic honesty



Intellectual honesty is vital in academic communities and for the fair evaluation of students' work. All work submitted in this course must be original. Work involving fraudulent collaboration or composed with the help of artificial intelligence (ChatGPT or others) will not be accepted. If plagiarism is detected in a student's evaluative work, it may be graded with a numerical score of zero and result in the suspension of the course, regardless of any disciplinary procedures that may be initiated and, if applicable, the sanction in accordance with current legislation.

Serious offenses, such as copying or facilitating the copying of work among students, irregularly accessing or prematurely obtaining exam content, facilitating or attempting to appropriate, alter, or destroy the content or results of an evaluative activity, and impersonation in exams, will also be considered serious offenses and may result in immediate suspension of the course. When such serious offenses are detected, the instructor must report them to the Degree Coordinator.

Submitting work and/or exams with spelling, typographical errors, or errors in syntax, coherence, or writing will be penalized and may result in the suspension of the test.

REFERENCES

Basics

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Standing, S. M. (2008). *The art of column writing*. Marion Street Press.

Complementary

Arquimbau, R. M. (2022). *Film & Soda*. Comanegra.

Baixauli, M. (2016). *Ningú no ens espera*. Periscopi.

Camba, J. (2025). *Mis páginas mejores*. Cátedra.

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D'Ors, E. (1982). *Glosari*. Edicions 62.

D'Ors, E. (1987). *La vall de Josafat*. Quaderns Crema.

Espinàs, J. M. (2008). *El meu ofici*. La Campana.

Fuster, J. (1984a). *Causar-se d'esperar*. Edicions 62.

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Larra, M. J. de. (1985). *Artículos*. Cátedra.

Lejárraga, M. (2024). *Cartas a las mujeres de España*. Renacimiento.

Millás, J. J. (1995). *Algo que te concierne*. El País Aguilar.

Monzó, Q. (1984). *El dia del senyor*. Quaderns Crema.

Monzó, Q. (1987). *Zzzzzzzz....* Quaderns Crema.

Monzó, Q. (1990). *La maleta turca*. Quaderns Crema.



Monzó, Q. (2003). *El tema del tema*. Quaderns Crema.

Pla, J. (1973). *Humor, candor...*. Edicions Destino.

Roig, M. (1990). *Melindros*. Ediciones B.

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