

Global Learning Semesters

Course Syllabus

Course: COMM-341N Topics in Communication: Newspaper Management

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-341N	Topics in Communication: Newspaper Management	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Sophomore Standing
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

The seminar aims at introducing the participants to the understanding of subjects related to the procedures of reporting, printing and distribution of a newspaper, the coordination and administration of the newspaper sections, the personnel management, the economic resources and marketing of a newspaper's services

Prerequisites

Sophomore Standing

Topic Areas

1. The contribution of a newspaper to society
2. The organizational structure and the newspaper sections
3. The procedures of reporting and the new technology
4. The procedures of printing and distribution – printing houses and press agencies
5. The strategy and planning of success
6. The leading role of the Director, the Chief Editor and the Sub-Editor
7. The financial management and the competition
8. The quality and marketing of a newspaper
9. The time management and stress avoidance
10. Market research – The knowledge of readership
11. Newspaper and the law
12. Cypriot newspaper's problems

Readings and Resources

Bibliography

1. Donald L. Ferguson, Journalism Today, National Textbook Co, Illinois USA, 1996.
2. Erik Wilberg, Newspaper Management, strategy, quality and leadership, Norway, 2002.
3. Andreas Cl. Sophocleous, Introduction to Journalism, Part A' and B', (Lecturer's notes), Intercollege, 1999.
4. Thanos Skouras, The Financial Dimension of the Mass Media, Papazisis Publications, Athens, 2003.