



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM-513	Course Title News Production and Management	Credits (ECTS) 10
Department Communications	Semester Fall, Spring	Prerequisites None
Type of Course Elective	Field Communication	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 1 st	Lecturer(s) Dr Andreas Cl. Sophocleous
Mode of delivery Face-to-face	Work Placement N/A	Co-requisites N/A

Objectives of the Course:

The course 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.

Learning Outcomes:

Upon successful completion of this course, students will be able to:

1. Comprehend and analyze the social and political functions of the news
2. Be in a position to implement the news production process in the print and electronic media
3. Able to produce, handle and communicate news professionally and effectively
4. Comprehend the printing, distribution and marketing of a newspaper
5. Demonstrate knowledge about the financial and personnel management of a newspaper
6. Undertake research in the field of print and electronic media

Course Contents:

The contribution of a newspaper to society
 The organizational structure and the newspaper sections
 The procedures of reporting in the era of digital technology
 The procedures of printing and distribution – printing houses and press agencies
 The strategy and planning of a newspaper's success
 The leading role of the Director, the Chief Editor and the Sub-Editor
 The financial management and the competition
 The quality and marketing of a newspaper's services
 The time management and stress avoidance
 Market research – The knowledge of readership
 Newspaper and the law
 Cypriot newspaper's problems and potentials

Learning Activities and Teaching Methods:

Lectures, Practical Projects and Assignments.

Assessment Methods:

Project preparation and presentation, Class presence and participation.

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Alan B. Albarran, Sylvia M. Chan-Olmsted, and Michael O. Wirth, eds	<i>Handbook of Media Management And Economics</i>	Lawrence Erlbaum Associates Inc.	2006	0-8058-5003-1
Erik Wilberg	<i>Newspaper Management: Strategy, Quality and Leadership</i>	Wilberg Management	2002	Not registered

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Thanos Skouras	<i>The Financial Dimension of the Mass Media</i>	Papazisis	2003	960-02-1715-7