

- Faculté des sciences économiques
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## Economic Journalism (5AJ2044)

| Filières concernées          | Nombre d'heures    | Validation           | Crédits ECTS |
|------------------------------|--------------------|----------------------|--------------|
| <b>Master en journalisme</b> | <b>Cours: 2 ph</b> | <b>cont. continu</b> | <b>3</b>     |

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

### Période d'enseignement:

- Semestre Printemps

### Equipe enseignante:

Prof. Cinzia Dal Zotto  
University of Neuchatel  
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### Objectifs:

This course provides students with theoretical, analytical and practical tools to understand the economic forces which affect the different industry sectors of our economy. The course starts with an introduction about the history of business journalism, some insights about the peculiarities of business writing, investigative journalism and the art of structuring interviews. The course continues with the exploration of the various industry sectors of our economy, the functioning of the stock exchange as well as the importance and the effects of the monetary policy on the economy. Furthermore, an overview about the role and the importance of social partners such as the unions, public institutions as well as the relations between media and firms as economic actors will be presented. The contribution of various industry professionals is foreseen.

### Contenu:

The major components of this course are as follows:

- Introduction to Economic Journalism
- Economic forces affecting firms and markets, Industry sectors
- Business Writing, Investigative journalism
- Structuring an interview
- Risk management in economic journalism
- Financial and Economic crisis in Europe, Monetary policy
- The stock exchange
- Factors influencing the future of the global economy

### Forme de l'évaluation:

Continuous evaluation during the course: practice oriented group and individual pro-jects, active participation in discussions during the lectures. Detailed information about the assignments will be announced at the beginning of the semester.

Reexamination: written exam (2 hours)

### Documentation:

Readings such as articles, book chapters, and cases will be provided at the beginning of the course.