

Course title	Fashion Journalism			
Course code	JOUR333			
Course type	Theoretical, Elective			
Level	Diploma			
Year / Semester	2nd Year / 4th Semester			
Teacher's name	Marina Chrysostomou			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	The purpose of the course is to teach and train students in various aspects and techniques of Fashion Journalism, to observe, analyse and report on fashion. Furthermore, the goal of the course is to contribute to the demonstration of students' critical thinking as it relates to various matters, such as current debates on fashion journalism, the influences on fashion journalism and the effect of social media on shaping the fashion journalism nowadays.			
Learning outcomes	<p>Upon the completion of the course, the students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> Understand why different Media cover events and fashion shows in different ways Explain the phraseology and terminology associated with fashion writing and reporting Recognise the influences upon fashion journalism as well as the role of social media in the shaping and evolution of fashion journalism. <p>Skills</p> <ol style="list-style-type: none"> Write reports on fashion shows, texts and reports for publication in the press, internet, television or radio. <p>Competences</p> <ol style="list-style-type: none"> Synthesise the competences they have acquired thus far so to demonstrate their competence in reporting on fashion. 			
Prerequisites		Required		

<p>Course content</p>	<ul style="list-style-type: none"> • Introduction to Fashion Journalism • Developments and current debates • The role of the internet and social media in the evolution of fashion journalism • Effective communication for Fashion • Doing research on Fashion • Writing about Fashion in: <ul style="list-style-type: none"> o Newspapers o Magazines o Radio, TV, Internet • Basic elements of reporting: <ul style="list-style-type: none"> o Approaches o Titles o Writing headlines o Selection of images o Writing style o Reports on exhibitions and fashion shows o Reviews o Interviews o Profiles of designers and models o Promotion of Fashion communication o Fashion Advertising and Public Relations o Business announcements o Other forms of writing about Fashion
<p>Teaching methodology</p>	<p>Lectures, classroom activities that involve reading and analysis of fashion reportage, discussions, written and oral presentations. Furthermore, the goal of the course is to contribute to the demonstration of students' critical thinking as it relates to various matters, such as current debates on fashion journalism, the influences on fashion journalism and the effect of social media on shaping of fashion journalism nowadays. For this purpose, the students will get involved with sources and other supporting material that would enable them to demonstrate their critical thought process as it relates to the above.</p>
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Πολίτης, Π. (2014). <i>Η Γλώσσα της Τηλεοπτικής Ενημέρωσης [The language of TV reporting]</i>. Ίδρυμα Τριανταφυλλίδη, ISBN: 9789602311608 • Yorke, I. (2008). <i>Εισαγωγή στο τηλεοπτικό ρεπορτάζ [Introduction to TV reporting]</i>. Πλέθρον. ISBN: 9789603481874 • Μπλιάτσας, Κ. Δ. (2002). <i>Εισαγωγή στο τηλεοπτικό ρεπορτάζ : Ηθική και τεχνική (Επικοινωνία) [Introduction to TV reporting: Morality and technique]</i>. Εκδόσεις Ιανός. ISBN: 9607771680 • Ψυχογιός, Δ. Κ. (2004). <i>Τα έντυπα μέσα επικοινωνίας [The printed media of communication]</i>, Καστανιώτη, Αθήνα, ISBN: 960-03-3591-5. • Kolodzy, J. (2015). <i>Δημοσιογραφία της σύγκλισης : Μια πρακτική εισαγωγή στην αρθρογραφία για όλα τα μέσα έντυπα, οπτικοακουστικά, ψηφιακά [Journalism of convergence: A practical introduction to article writing for all the printed, audio visual, digital media]</i>. Κλειδάριθμος. ISBN: 9789604616497 <p>English Bibliography</p> <ul style="list-style-type: none"> • McDonald, M. (2003). <i>Exploring media discourse</i>. Arnold. ISBN: 0-340-

	<p>71989-3</p> <ul style="list-style-type: none"> • Harrower, T. (2008). <i>The Newspaper Designer's Handbook</i>, 6th edition, McGraw-Hill Humanities, ISBN: 978-0072996692. • Kristen K. Swanson and Judith C. Everett, (2008), <i>Writing for the Fashion Business</i>, Fairchild Publisher, ISBN: 9781563674396. <p>Supporting materials:</p> <ul style="list-style-type: none"> • The Impact of Social Media on Communication and Popularity in the Fashion Industry. Source • Boyd, Kayla C. (2015) "Democratizing Fashion: The Effects of the Evolution of Fashion Journalism From • Print to Online Media," McNair Scholars Research Journal: Vol. 8 , Article 4. Available at: https://commons.emich.edu/mcnair/vol8/iss1/4 • The Rise of Fashion Journalism: A Definitive Overview. Source • 13 Fashion Controversies That Sparked Passionate Debate. Source
Assessment	<ul style="list-style-type: none"> • Attendance and class participation 10% • Assignments 40% • Presentation 10% • Final assignment 40%
Language	Greek