



**A bottom-up approach for the design and pilot  
of a joint Master Course in Cross-Media Journalism**

# What about having some constructive journalism?

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# The headlines at the moment

- Threat
- Damage
- Destroy
- Complicate
- Prevent
- Sounds familiar to you?

# The elements of a news story now?

- Drama
- Conflict
- Victim
- Villain
- Sounds familiar to you?

Lets have a look at the weather ([bbc.co.uk](http://bbc.co.uk))

# NEWS

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## Health

# Heatstroke - the heatwave killer

By James Gallagher  
Health editor, BBC News website

🕒 1 July 2015 | [Health](#)

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## In other words: news

- Something bad/problematic
  - has happened
  - is about to happen
  - may happen
- In general: something that is not ok
- What is this doing to the audience's view of not only journalism but life itself?

# What about a change of attitude?

- Presenting ways to find a solution?



The screenshot shows the BBC Sport Tennis website. At the top, there is a yellow header with the text "SPORT TENNIS". Below this is a navigation bar with links for "Home", "Football", "Formula 1", "Cricket", "Rugby U", "Tennis", "Golf", "Athletics", and "Cycling". The "Tennis" link is highlighted. Below the navigation bar is another row of links: "Live Scores", "Results", "Calendar", "Draws", "Order of Play", "Men's Rankings", and "Women's Rankings". The main content area features a large headline: "Wimbledon 2015: How players and fans cope with record heat". Below the headline, it says "By Jonathan Jurejko" and "BBC Sport at Wimbledon". At the bottom left, there is a clock icon followed by "1 July 2015" and a link to "Tennis". At the bottom right, there is a green "Share" button with a share icon.

# Five questions for constructive news

- What is your own idea?
- What's the solution?
- What have other people done?
- What can we learn from it?
- When other people can do it, why can't we?

(Ulrik Haagerup: Constructive News, 2014)



# News about unemployment statistics

- There are more unemployed persons in Tampere than a year before
- In the story we tell these statistical facts
- What kind of person to interview in the story?
- A person who had found a job. What did he/she do to find a job?
- A listener might think that this is even possible for him/her

## Constructiveness as a tool

- It is not an alternative to critical reporting
- It is a supplementary new tool in the editorial tool box
- Analysis of things going wrong
- A parallel analysis of things going right

(Jennifer Pinkerton & Ulrik Haagerup)

--> Might affect the audiences attitude when having troubles and even get him/her listen/watch/read another story made by you

# eMEDia

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With the support of the Tempus Programme programme of the European Union



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