

**Proximity Journalism**

Code: 103090  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

**Contact**

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**Use of Languages**

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

**Prerequisites**

Students interested in taking the course must master the journalistic expression, with journalistic genres interview, report or journalistic data report, and have a certain knowledge about the structure, functioning and organization of the media in Catalonia and Spain.

Students must have an interest in the political, economic, social and cultural life of the territorial areas of proximity, and for the role played by the specialized media in current information and the communication of these areas.

**Objectives and Contextualisation**

The Proximity Journalism course proposes to offer basic knowledge on key issues in proximity areas (local politics and administrations, municipal economy, urban planning, cultural activities and citizen participation, etc.), subjects that are the raw material of the proximity media.

The subject also deals with information to reflect on the structure and functioning of proximity media in Catalonia and understand its evolution since the end of the 70s of the last century, its current situation and its future challenges.

**Competences**

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a critical and self-critical capacity.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.

## Learning Outcomes

1. Conceptualise the theories and techniques of specialised journalism.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate ethical awareness and empathy with the entourage.
4. Demonstrate practical knowledge of specialised journalism.
5. Generate innovative and competitive ideas in research and professional practice.
6. Incorporate the principles of professional ethics in developing narrative journalism specialised in cultural information and critique.
7. Relay in the language specific to each communication medium narrative journalism specialised in local information.
8. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
9. Respect the diversity and plurality of ideas, people and situations.
10. Use interactive communication resources to process, produce and relay information in the production of specialised information.

## Content

### THEORETICAL AND REFLECTION SECTIONS

#### THEME 1. PERIODISM OF PROXIMITY (LOCAL AND REGIONAL)

Information defined by the geographic reach of the media or by the social themes of local life? From local journalism to proximity journalism. Journalism and proximity information in the context of informational globalization.

#### THEME 2. COMPLEX STRUCTURE OF THE LOCAL MEDIA

From the written press to the variety of media: newspapers, magazines, radios, televisions, the Internet... Public, private and associative means of publicity. Territorial structure of the means of proximity. Technological renewal and local multimedia groups.

#### THEME 3. SPECIFIC AND MIMETIC PERIODISM AT THE SAME TIME

Characteristics of proximity journalism: approach to the public and sources, lack of economic and human resources. Professionalism faced with voluntarism. Limitation of the market and advertising resources. Diffusion, incidence and influence of the means of proximity.

INFORMATIVE EVENTS. Selection and evaluation of proximity news. Informative unit of the Administration in general and of the local one in particular. MAJORITY THEMATIC AREAS: Policy, municipal management, urban planning, services, culture and sports.

#### THEME 4. THE JOURNALIST IN THE LOCAL AND REGIONAL AREA

Coexistence of private business structures, municipal services and initiatives of civil society. Professionals and collaborators in the public media. Direct or personal involvement with the territorial scope or with the thematic field.

THE CORRESPONDENT. Capital figure of local and county journalism. Evolution during the last 40 years. Autonomy or dependence; lack of resources; no thematic specialization. New work scenarios and references of the professional framework.

#### THEME 5. INSTITUCIONALIZATION OF THE PROXIMITY INFORMATION

The institutions as major sources of proximity information. Contacts with politicians, technicians, civil servants. Informative sources of proximity (advantages and disadvantages).

Press offices. Typology: institutional, private company and service companies. Journalists or public relations? Political curators. Progressive professionalization of communication and press offices.

## THEME 6. THE MUNICIPAL OR MUNICIPALIZED MEDIA

Newsletters and democratic city councils. Of the bulletins (BIM) in the municipal magazines. Local press that is local press. Between information and propaganda.

Municipal radios. Local broadcasting and citizen participation. EMUC: birth, evolution and agony. Professionalization of municipal radio stations. Questioning from local stations.

Local televisions. The media outlook is complete. Basic classic models of local TV. Law on Local Television and Digitization (Digital Terrestrial Television): consolidation or disappearance? Internet television.

Internet (webpages and municipal portals). Informative dissemination or journalistic information? Administrative interactivity or channel for citizen participation? Internet as a channel of distribution and consumption of the contents of the means of proximity.

## KNOWLEDGE ON SUBJECTS OF PROXIMITY AREAS

THEMATIC 1.- The State at the local level. Competences of the local Administration. Policy or management? Organization of a city council. Municipal areas and macro-areas. The complexity of the workforce

THEMATIC 2.- Municipal elections. Political and electoral systems. Circumscriptions and the Hondt formula. Closed lists, open and unlocked. Supramunicipal administrations: county councils and councils (institutions without direct election).

THEMATIC 3.- Municipal economy. Municipal budgets Income and expenses. Municipal organizations of the economic field: joint ventures, institutes, autonomous bodies ... Municipal financing.

THEMATIC 4.- Urbanism, basic municipal competence. Politics, ideology and urbanism. The concept of a territorial "model" or city. Urban planning figures and planning. Administrations and town planning.

## Methodology

### TEACHING METHODOLOGY:

#### THEORY:

The sessions of the course (17 according to the calendar of next year, the last two of which during the period of re-evaluation) are, in the one hand, basically expository in theory, for the reflection of the students on these means of communication; and, on the other hand, the teacher's initial exposition and discussion with the students in the seminars and other practices, to offer basic knowledge of habitual subjects in the journalism of proximity.

During some sessions, specific parameters of the practices that students have to carry out during the semester are specified.

#### PRACTICES:

Practices are made on a specific area of proximity selected by the student (a municipality, a district, a district or area of Barcelona, etc.), with genres such as news reports, articles or interviews. The number of practices is 4.

Some practices can be drawn between two or three people if there is a coincidence in the chosen subject or the territorial scope. The practices will be basically assessed for their content but also for their formal correction.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom practices (application of specific knowledge of proximity journalism for the elaboration of practices)	22	0.88	8, 7, 4, 2, 6, 10
Seminars (knowledge of basic subjects of the means of proximity: local administration, local politics, municipal economy and urban planning)	17	0.68	7, 3, 4, 10
Theoretical classes (structure and evolution of the proximity media)	17	0.68	1, 4, 5
Type: Supervised			
Tutorial sessions and evaluation of journalistic practices and the complementary test	10	0.4	8, 7, 4, 10
Type: Autonomous			
Lectures, analysis of documentation, preparation and performance of journalistic practices in areas of proximity	84	3.36	8, 7, 3, 4, 9, 10

## Assessment

The competitions on proximity journalism will be evaluated with the following activities: a) Complementary exam to the practices of journalistic format: written examination with 50 concrete questions on knowledge of local subjects; b) Journalistic practices on subjects of the course, and specified in the territorial areas chosen by the students in real subjects of actuality; c) Evaluation of the interventions of the students in the seminars.

Regarding the percentage of each activity with respect to the overall evaluation, the general structure is as follows:

- a) Examination (20%)
- b) Practical journalistic projects (70%)
- c) Intervention in seminars (10%)

### CONCRETE EVALUATION SYSTEM:

Continued evaluation:

- Practices (3) carried out during the course and related to the program. The genre will be the report or report of data. All three practices can be repeated if they are suspended; Therefore, there is a REVALUATION of the three practices. The overall weight of these practices is 50% of the note.

- Final report on any topic of journalistic interest in the specific area of proximity chosen by the students, and which must be proposed before November 1 and later will have to be tutored.

The report could be replaced by academic work on some means or media of proximity, or by an article of argumentative background with a notable extension of functions and evolution of journalism of proximity.

Both in the case of the report and the final work, they will be able to REEVALUATE if they are delivered within the term after returning from the Christmas holidays.

The weight of this final practice would be 20% of the note.

The four practices, therefore, have a weight of 70% of the note.

- Examination (complementary proof regarding the practices) that is concretized in fifty short questions on the 4 topics: urban planning, administration, economy and politics in areas of proximity. It must be passed necessarily (minimum grade of 5) in order to pass the evaluation of the subject.

The weight of the test would be 20% of the mark, and students that do not reach 5 (from 0 to 4.9) will be able to present themselves to REEVALUATION.

- Participation in debates, individually or in groups, of the sessions (whether of theory or seminars) will count for the remaining 10% of the note.

If for professional activity or for other justified circumstances regular attendance in class is not possible, the option of continuous evaluation could be made in person.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Active participation in classes and seminars	10%	0	0	8, 3, 2, 5, 6, 9
Examination of basic knowledge of the usual topics in the information of areas of proximity	20%	0	0	8, 7, 4, 10
Journalistic practices (3 journalistic texts on specific areas of proximity and chosen by students)	50%	0	0	1, 4, 2, 9
Report or project on a topic or media context of a proximity subject	20%	0	0	7, 1, 4, 5

## Bibliography

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