

Trends in Internet Development

Code: 103093
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

Teachers

Carmina Crusafon Baqués

Prerequisites

There is no need for previous knowledge in the Internet

Objectives and Contextualisation

- Analyze the evolution of the Internet from the perspective of the digital media ecosystem.
- Learn to evaluate a media company that develops its activities on the Internet.
- Learn the presentation techniques (oral and written) of a project in the business world.

Competences

- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- 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.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.

2. Appraise the social impacts of technological mediation in modern communication.
3. Demonstrate ethical awareness and empathy with the entourage.
4. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
5. Disseminate the areas knowledge and innovations.
6. Establish links between communicative knowledge and social, human and technological sciences in the process of implementing strategies and communication policies.
7. Generate innovative and competitive ideas in research and professional practice.
8. Respect the diversity and plurality of ideas, people and situations.
9. Rigorously apply scientific thinking.

Content

Syllabus:

Theme 1: Internet Overview: state of the art in 2019

- Concepts, trends and who is who in the Internet ecosystem

Theme 2: Media Ecosystem in the Internet

- Digital media and innovation
- Typology of companies and journalistic products
- Success case analysis (Catalonia, Spain, EU, and US)
- Regulation and public policies

Theme 3: Internet beyond the media

- Education
- Politics
- Health
- Finance
- Social welfare

Theme 4: Course essay - How to Create an Internet Company ?: Keys factors for project development

Idea

Drafting of the project

Presentation (pitch)

Co-evaluation

The contents of the subject will include a gender perspective.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Methodology

The subject will combine different methodologies: lectures, inclass activities and autonomous learning.

Activities



Title	Hours	ECTS	Learning Outcomes
Type: Directed			
In class	34	1.36	1, 9, 3, 4, 6, 8, 2
Seminars	17	0.68	1, 9, 3, 4, 5, 7, 8
Type: Supervised			
Tutorials	7.5	0.3	9, 3, 8
Type: Autonomous			
Personal work	79.5	3.18	1, 9, 3, 4, 6, 7, 8

Assessment

The evaluation of the subject is summative. It is not necessary to pass each activity, but the total sum of the activities will be the final grade of the subject. It is necessary to submit to all evaluation activities to obtain the final grade.

The evaluation activities are:

A. Three assignments: 45 points

- Theme 1: 15 points
- Theme 2: 15 points
- Theme 3: 15 points

B. Active participation in the classroom (attendance and comments on current technology affairs): 15 points

C. An essay: 40 points

Attendance in evaluation activities is mandatory for all students. In any case, there is a set of circumstances that can promptly exempt from assistance with the corresponding supporting evidence (illness, surgical operation, death of a relative, etc.).

When you cannot attend for the aforementioned reasons, the student will send an email to the professor through the Virtual Campus platform. Due to the teaching program, the activity cannot be reprogrammed another day during the semester, but the student can continue with the continuous evaluation.

Evaluation activities that could not be performed for the aforementioned reasons may be recovered on January 21, 2020, the date reserved for this type of circumstance.

Assignments should be handed upon the class schedule and should follow the formal requirements. Assignments should meet deadlines in order to get grading. The grades of the activities will be published through the Virtual Campus.

In order to clarify doubts or attend consultations, the teachers will establish a schedule for tutorials.

The student will be entitled to the reevaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject. To have access to reevaluation, the previous grades should be 3.5. The activity that is excluded from the reevaluation process is the essay and its presentation. The reevaluation will take place on January 28, 2020.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assignment - Theme 1	15	2	0.08	1, 9, 4, 2
Assignment - Theme 2	15	2	0.08	1, 9, 3, 5, 6, 7, 2
Assignment - Theme 3	15	1	0.04	1, 9, 4, 5, 8, 2
Essay	25	2	0.08	1, 9, 3, 4, 5, 6, 7, 8, 2
Essay Presentation	15	3	0.12	1, 9, 3, 4, 5, 6, 7, 8, 2
Inclass participation	15	2	0.08	1, 9, 3, 4, 5, 8, 2

Bibliography

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Bhatt, Swati (2017) *How Digital Communication Technology Shapes Markets. Redefining Competition, Building Cooperation*. New York: Palgrave Macmillan.

Crusafon, Carmina (2012). *La nueva era mediática: las claves del escenario global*. Barcelona: Bosch Comunicación.

Domingo, Carlos (2013). *El viaje de la innovación. La guía definitiva para innovar con éxito*. Barcelona: Gestión 2000.

García Avilés, José Alberto (2018) *Pistas y tendencias sobre la innovación periodística*. Elche: MHU. (<http://mip.umh.es/blog/2018/04/23/nuevo-libro-pistas-tencias-innovacion-periodismo/>)

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Mansell, Robin i Raboy, Marc (2011). *The Handbook of Global Mediaand Communication Policy*. Londres: Blackwell.

Osterwalder, Alex & Pigneur, Yves (2010) *Business Model Generation*. Hoboken, New Jersey: Wiley.

Nafria, Ismael (2017) *La reinención de The New York Times. Cómo la "dama gris" del periodismo se está adaptando (con éxito) a la era móvil*. (<http://www.ismaelnafria.com/nytimes/>)

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(2017) *The Global Expansion of Digital-Born News Media* (
<https://reutersinstitute.politics.ox.ac.uk/our-research/global-expansion-digital-born-news-media>)