UAB
Universitat Autònoma de Barcelona

Degree	Type	Year	Semester
2501933 Journalism	OB	2	1

Contact

Name: Cristina Pulido Rodriguez

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: Yes

Teachers

Ricardo Carniel Bugs

Santiago Giraldo Luque

Miquel Herrada Gómez-Rodulfo

Xavier Ortuño Iserte

Prerequisites

Second subject in the Degree of Journalism. It will be necessary for the student to have knowledge of current affairs; Show ability for the correct oral and written use of their own languages; You can read, analyze and summarize informative texts of different media and media. The student must also have minimal knowledge of digital literacy (from an instrumental perspective, the use of office automation tools, Internet and web 2.0).

Objectives and Contextualisation

The subject is the first directly linked to journalistic writing applied to multimedia and interactive content. Therefore, the student must assume that it is a theoretical-practical introduction in the writing of informative messages for the new supports that digitalization inaugurates in the framework of Internet and web 2.0. The subject is an introduction to the guidelines, recommendations and basic guidelines for the development of informative multimedia messages. In the same way, the main web 2.0 tools and platforms that can be useful for a cyberjournalist are studied.

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Be familiar with and apply the theoretical and practical foundations of journalistic writing and narrative and its applications in the different genres, media and formats.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.

- Manage time effectively.
- 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.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Adapt written texts to the specific needs implied by the use of technologies and their systems to process, produce and relay information.
2. Apply ethical principles and legal standards in producing journalistic texts.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Develop autonomous learning strategies.
5. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in multimedia formats.
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Respect the diversity and plurality of ideas, people and situations.
9. Use advanced technologies for optimum professional development.
10. Write all kinds of informative texts for the press, radio, television and multimedia.

Content

· Web 2.0 and communication.

· Cyberjournalism.

· Fundamentals of online writing.

· Fundamentals of cyber-journalistic writing.

· Online platforms and tools for the cyberjournalist.

· Future trends.

Methodology

The basis of the teaching methodology will be to achieve autonomous learning on the part of the students. The academic activity supervised by the teacher, with a constant and active participation of the student, will allow the student to assume the generic and specific competences that arise in the subject, thus achieving compliance with the objectives formulated.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
practices	22	0.88	
seminars	15	0.6	
theoretical sessions	15	0.6	

Type: Supervised		
evaluation activities	3	0.12
meetings (tutorship)	3	0.12
Type: Autonomous		
Student work	64	2.56

Assessment

The evaluation of the subject will have two clearly differentiated parts: the learning activities or practices (60%), and the evaluation of the theoretical contents (40%).

• Being a subject with a large practical load, the assessment of practical activities will be the most important. In fact, different evaluable practical tests have been established. The theoretical contents are the second aspect to be evaluated and will be done through different exams throughout the course.

• In order to pass the subject, all the evaluable tests will have to be done as it is a continuous evaluation. In the exceptional case and always after commenting the situation with the teaching team of the subject, it will be possible to work with a different evaluation system.

• In the event that the student does not appear in the middle of the tests, it will be considered as not presented.

• To pass the subject, both the theoretical part and the practical part must be approved. In the case of approving one of the two parties (theoretical or practical) and suspending the other, the student will have the grade of failure and the average will not be made according to the established parameters.

• Each party must have at least the equivalent of a five.

• The final theory grade will be the average of the two theoretical exams.

• The fine grade of practice will be the average of the set of practical tests.

• Plagiarism in the exercises, exams or work carried out will mean the suspension of the whole subject.

• More than 3 spelling mistakes in some of the works or exams may lead to the suspension of work.

• The revaluation (both of the theoretical part and of the practical part) will be a synthesis test that will include the contents of the entire course.

• To be able to access the theoretical revaluation, you must have a minimum grade of 3 in each of the theoretical exams.

• To be able to access the practical revaluation, you must have a minimum average grade of 3 in the practices.

• The grade obtained in the theory revaluation will be the final grade of this part.

• The grade obtained in the revaluation of practice will average with the grade obtained in the practices of the course.

• In the revaluation tests (theoretical and practical) students who wish to upload their grade will also be able to access it. You can present, in each of the parties, those who have at least an average of 8 in the part to which they want to present and the new note will be final to the theoretical part and will average with the other practices in the practical part.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Examen	40%	6	0.24	1, 2, 7, 3, 4, 5, 10, 6, 8, 9
Practices	60%	22	0.88	1, 2, 7, 5, 10, 6, 8, 9

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