Journalistic Production and Expression in Multimedia and Interactive Media

Code: 103859
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	2	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: Yes

Other comments on languages

Practices will be done preferably in Catalan

Prerequisites

Basic knowledge of editorial and journalistic production and user computing

Objectives and Contextualisation

The objective of the subject is to provide basic knowledge about journalistic production and expression in digital media. Social networks will be treated as a tool for journalistic work at the same time as new journalistic forms will be announced: precision journalism and mobile journalism

It is a question of the students being able to use digital platforms as journalistic tools, which means accommodating the expressive forms to the new media at the same time to be able to manage them and that this management is solidary, that is to say, Take advantage of the synergies between them.

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a critical and self-critical capacity.
- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- Generate innovative and competitive ideas in research and professional practice.
- 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.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Apply technical processes and the narrativity characteristic of photojournalism.
2. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
3. Be familiar with and know how to apply adequate computer programmes to develop infographic processes.
4. Be familiar with and professionally use the necessary voice and image recording tools.
5. Demonstrate a critical and self-critical capacity.
6. Generate innovative and competitive ideas in research and professional practice.
7. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
8. Manage time effectively.
9. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
10. Respect the diversity and plurality of ideas, people and situations.
11. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
12. Use Internets communication resources properly.
13. Use advanced technologies for optimum professional development.
14. Use computer techniques to represent and relay facts and data by means of infographic systems.
15. Use social responsibility criteria in various information production processes.

Content

- The communicative purpose and the processes of individual production
- Interactive multimedia genres: the interview and the report
- The mediated social networks
.Paul Baran
. Media Production and Expression in Multimedia and Interactive 2013 - 2
. Direct and indirect networks and their structures
The giant component
.The digital identity
. Analysis of its uses
- Interactive multimedia stories (examples)
- Other journalistic stories: convergence, participation, interactivity and ch
. Cross-media and transmedia
Proximity; citizen journalism
Open journalism and access to data
.Directory of journalism
. Mobile journalism
. Transmit Journalism
- New production processes in the multimedia writing
. New professional profiles: SEO, Community Manager, curator, ...
- Tools for the production of multimedia pieces
.The streaming
. Augmented reality
- Intellectual property. Licenses open
. Privacy
. Net neutrality, bandwidth and digital divide
- Morphology
. Classic classifications and modern evolutions

. Generalist, thematic, visual content, etc.
.Structures, fixed or optional formats, grids for presentation and standard
.professional, active zones, etc.
- Participation in data mining (tools)
- The crisis of the media
- Gender and means
(The gender perspective will be specifically addressed in the program, as

Methodology

The development of the subject implies the realization of different types of formative activities:

- Guided activities:

a) Master classes: explanation of theoretical and practical concepts.

b) Seminars. Its objective is to deepen - with group work and specific activities - on concepts basics

c) Practices in the Laboratory. The main objectives are for students to make informational blogs

- Supervised activities:

a) Individual or group face-to-face tutorials. Its purpose is to solve learning problems.

- Autonomous work.

a) Students must make the readings indicated as mandatory and all the activities planned by a correct development of seminars and practices in the Laboratory; in addition to the study with a reading Comprehensive of the basic bibliography.

- Evaluation activities (Part of a classroom session will be devoted to a written exam).

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	21	0.84	1, 9, 3, 4, 11, 5, 6, 8, 7, 10, 12, 14, 15, 13, 2
Exam	3	0.12	9, 7, 13, 2
Master class	12	0.48	15, 2
Seminars	9	0.36	5, 6, 7, 10, 15
Type: Supervised			
Tutorials	10	0.4	5
Type: Autonomous			
Autonomous work.	65	2.6	3, 4, 6, 7, 10, 12, 14, 15, 13

Assessment

- The competences of this subject will be assessed through different procedures:

a) Exam (40%); to be performed after having given the theoretical sessions (located at the beginning of the course).

b) Results of laboratory tests (50%); throughout the course.

c) Seminars (10%)

All the students who have participated in the continuous evaluation and their final grade does not reach 5 will be able to present themselves for reevaluation. The test will be theoretical-practical and will serve to reevaluate the course

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Laboratory practices	50%	21	0.84	1, 9, 3, 4, 11, 5, 6, 8, 7, 10, 12, 14, 15, 13, 2
Exam	40%	3	0.12	4, 7
Seminars	10%	6	0.24	5, 10, 15, 2

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