

Writing and Voice Recording in Audiovisual Media

Code: 104973
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	1	2

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

Vicenç Tamborero Viadiu

Prerequisites

Be able to express themselves correctly in Spanish and / or Catalan, both in writing and orally. Know the Spanish

Objectives and Contextualisation

The aim is to provide the basic knowledge about writing and speaking from a theoretical and practical point of view

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 audiovisual media.
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

1. Introduction: sound understanding and technological mediation
 2. Basic notions about writing and audiovisual narrative
 3. Basic notions about ethics and journalistic deontology
4. Voice, speech and prosody
5. Macrostructure
6. Microstructure

Methodology

Guided activities:

- a) Master classes: theoretical and practical concepts.
 - b) Practices in the Laboratory: write audiovisual products and work the p
- Supervised activities:
Individual or group face-to-face tutoring.
Autonomous activities.
The students must make the readings indicated as compulsory and all th

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	33	1.32	1, 2, 7, 10, 9
Master Classes	15	0.6	2, 7, 5, 10, 8

Type: Supervised			
Review	3	0.12	7, 3, 4, 5, 9
Tutorship	6	0.24	1, 3, 4, 5, 10, 6
Type: Autonomous			
Autonomous Activity	75	3	3, 4, 6

Assessment

- Written exam (40%)

- Practical laboratory tests (60%)

The final grade will be the sum of the score obtained. It is essential to do RECOVERY:

During the weeks of re-evaluation, the part or parts not passed will be e

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practical laboratory tests	60%	16.5	0.66	1, 2, 7, 3, 4, 10, 8, 9
Written exam	40%	1.5	0.06	2, 7, 5, 10, 6

Bibliography

Basic:

Alsius, Salvador (1998). *Ètica i periodisme*. Editorial Pòrtic. Barcelona.

Blanch, Margarita y Lázaro, Patricia (2010). *Aula de Locución*. Cátedra: Madrid

Huertas Bailén, Amparo y Perona Páez, Juan José (1999). *Redacción y locución en medios audiovisuales: la radio*. Bosch: Barcelona.

Langer, John (2000). *La televisión sensacionalista. El periodismo popular y las "otras noticias"*. Paidós: Barcelona.

Mayoral, Javier (coord.); Sapag, Pablo; Huerta, Armando y Díez, Francisco Javier (2008). *Redacción periodística en televisión*. Síntesis: Madrid.

Complementary:

Boyd, Andrew, Stewart, Peter, Alexander, Ray (2008). *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press: Oxford

Cano Muñoz, Isidro (2005). *El don de la palabra: hablar para convencer*. Thomsom: Madrid.

Cebrián Herrero, Mariano (2004). *La información en televisión. Obsesión mercantil y política*. Gedisa: Barcelona.

- Charaudeau, Patrick (2003). *El discurso de la información. La construcción del espejo social*. Gedisa: Madrid.
- Dale Carnegie (2009) *Cómo hablar bien en público*. Elhasa: Madrid
- Dobbs, Gregg (2005). *Better Broadcast writing. Better Broadcast news*. Pearson: Boston
- Ginneken, Jaap van (1998). *Understanding global news*. Sage: London.
- Ortiz Sobrino, Miguel Angel y Pérez Ornia, José Ramón (2006). *Claves para elaborar la información en Radio y Television*. IORTV: Madrid
- Martínez-Costa, María del Pilar (2002). "El proceso de escritura de la información radiofónica", en Martínez-Costa, María Pilar (coord.). *Información radiofónica*. Ariel: Barcelona.
- Oliva, Llúcia i Sitjà, Xavier (1999). *Las noticias en televisión*. IORTV: Madrid.
- Rodero, Emma (2003). *Locución Radiofónica*. IORTV: Madrid.
- Roglán, Manuel y Equiza, Pilar (1996). *Televisión y lenguaje. Aportaciones para la configuración de un nuevo lenguaje periodístico*. Barcelona: Ariel.
- Wulfemeyer, K. Tim (2009). *Beginning Radio and TV Newswriting: A self-instructional learning experience*. Iowa University Press: Iowa.