

**Models, Structures and Regulation of Digital Media  
and Journalism**

Code: 43962  
ECTS Credits: 9

Degree	Type	Year	Semester
4316493 Journalism and Digital Content Innovation	OB	0	1

## Contact

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## Use of Languages

Principal working language: spanish (spa)

## Teachers

José Manuel Silva Alcalde  
Anna Tous Rovirosa

## Prerequisites

There are no prerequisites for enrolling.

## Objectives and Contextualisation

OBJECTIVES:

- Analyze the structure of the news digital ecosystem.
- Provide the basis of the dynamics of the digital environment and the tools for its understanding.
- Explain the main concepts and typologies of companies and digital journalistic products, as well as the regulatory framework and new professional profiles.

## Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Apply tools of management, analysis, organisation and planning of information in accordance with objectives and specific information projects.
- Know and evaluate the management and production processes for digital information content, proposing innovative solutions which involve the use of ICT.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Understand and analyse the trends and dynamics of change in the communicative, informative and regulatory ecosystem of the media company in the twenty-first century.

## Learning Outcomes

1. Build autonomous, complete production processes for journalistic content, creatively, dynamically and innovatively.
2. Critically adapt news companies' technologies and innovation models to a changing, globalised regulatory context.
3. Critically analyse the results of implementing positioning strategies and propose alternatives to improve on the success achieved.
4. Identify and clearly and precisely use applied research methodologies for investigating the use of information and communication technologies in producing and managing journalistic content.
5. Identify and evaluate the transformation processes of a company and of the media ecosystem in order to introduce innovation models into journalism projects.
6. Know and use the main tools of digital positioning and marketing based on the criteria of active audiences and consumption tied to social networks.
7. Propose new ways to build news stories by applying information organisation and analysis processes to different objects of study.
8. Propose plans for digital positioning of content by formulating a research problem by solving practical cases.
9. Put forward innovative, creative ideas concerning the work routines of a news company.
10. Quickly and reliably adapt to changing, dynamic work environments and fulfil the tasks set.
11. Resolve situations related to news production, taking on a leadership role and proposing creative outcomes.
12. Solve an applied-research problem, using a scientific method and proposing creative results.
13. Take on different roles in the dynamics of producing and managing digital content for the media, with responsibility and self-reliance.

## **Content**

### CONTENTS

#### THEME 1: EVOLUTION AND TRENDS OF DIGITAL MEDIA

- Digital media ecosystem
- Journalistic companies and business model
- Evolution of digital journalism

#### THEME 2: TECHNOLOGY AND INNOVATION MODELS IN THE PERIODISTIC PROJECTS AND PRODUCTS

- Dynamics and innovation products
- Economic and financing aspects of journalistic innovation
- Analysis of successful business cases

#### THEME 3: REGULATION AND LEGISLATION

- Concepts and dynamics of digital regulation
- Spanish, European and international legal framework

#### THEME 4: NEW PROFESSIONAL PROFILES

- Business needs and new professional profiles
- Entrepreneurship: the new professional path?

The syllabus will offer content from a triple perspective: Catalan / Spanish, European and international.

The contents will be sensitive to aspects related to the 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 be developed in theoretical and practical sessions. The master classes will be devoted to the explanation of the core concepts of the subject. The practical sessions will have the following modalities: case analysis, seminars, debates and oral presentation of works.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous work	115	4.6	2, 10, 3, 9, 13, 1, 6, 5, 4, 7, 8, 12, 11
Classroom	60	2.4	2, 3, 9, 6, 5, 4, 7, 12
Seminars	28	1.12	2, 10, 3, 9, 1, 5, 4, 7, 12, 11
Type: Supervised			
Tutorials	13.5	0.54	13, 1, 11

## Assessment

The evaluation system is summative and consists of the following activities:

- Test (25 points)
- Two oral presentations of works (30 points = 15 + 15)
- Two essays (30 points = 15 + 15)
- Attendance and participation in class (15 points)

The calendar of activities is:

- October 18: oral presentation 1 (15 points)
- November 15: oral presentation 2 (10 points)
- December 20: written work 1 (15 points)
- January 10: content control (25 points)
- January 18: written work 2 (15 points)

It is necessary to present all the evaluation activities in order to pass the subject. In any case, there are a set of circumstances that can promptly exempt the assistance and / or delivery of work with the corresponding proof (illness, surgical operation, death of a family member, etc.).

When the student cannot attend due to the aforementioned reasons, he/she must send an email to the teacher through the Virtual Campus. Due to the teaching calendar, the activity cannot be rescheduled another day during the semester, but the student can continue with the continuous evaluation.

The evaluation activities that could not be carried out for the aforementioned reasons may be recovered on January 24, 2020, date reserved for this type of circumstances.

Assignments must be handed in time and they should follow the formal instructions. After this period, they will be not accepted to meet the deadlines for grading.

The grades of the activities will be published through the Virtual Campus. To clarify doubts or answer questions, each teacher will establish a tutoring schedule.

During the classroom activities, attendance will be monitored with a list of signatures in order to compute the corresponding percentage in the evaluation of the subject.

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 activities that are excluded from the reevaluation process are class participation and oral presentations.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and inclass participation	15	1.5	0.06	3, 9, 13, 5, 7, 12, 11
Essays	30	2	0.08	2, 10, 3, 9, 13, 1, 6, 5, 4, 7, 8, 12, 11
Oral presentations	30	3	0.12	3, 9, 13, 1, 6, 5, 8
Test	25	2	0.08	2, 3, 6, 5, 4, 12, 11

## Bibliography

Bauer, Johannes M. i Latzer, Michael (2016). *Handbook on the Economics of the Internet*. London: Edgar Elgan Publishing.

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.

Evens, Tom and Karen Donders (2018) *Platform Power and Policy in Transforming Television Markets*. New York: Palgrave Macmillan.

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

Kueng, Lucy (2017). *Going Digital A Roadmap for Organizational Transformation. Digital News Report*. Oxford: Reuters Oxford Institute. (<https://reutersinstitute.politics.ox.ac.uk/our-research/going-digital-roadmap-organisational-transformation>)

(2015) *Innovators in Digital News*. Bristol: Tauris IB. (<https://reutersinstitute.politics.ox.ac.uk/our-research/innovators-digital-news>)

Mansell, Robin (2012). *Imagining the Internet. Communication, Innovation and Governance*. Oxford: Oxford University Press.

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

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

Rashidian, Nushin; Pete Brown, and Elizabeth Hansen - with Emily Bell, Jonathan Albright, and Abigail Hartstone (2018). *Friend and Foe: The Platform Press at the Heart of Journalism*. New York: Tow Center - Columbia University. (

[https://www.cjr.org/tow\\_center\\_reports/the-platform-press-at-the-heart-of-journalism.php/#executive-summary](https://www.cjr.org/tow_center_reports/the-platform-press-at-the-heart-of-journalism.php/#executive-summary)

Reuters Oxford Institute (2018) *Digital News Report 2018*. Oxford: Reuters Institute. (

<http://www.digitalnewsreport.org/>)

(2017) *The Global Expansion of Digital-Born News Media* (

<https://reutersinstitute.politics.ox.ac.uk/our-research/global-expansion-digital-born-news-media>).

Van Kranenburg, Hans (Editor) (2017). *Innovation Policies in the European News Media Industry A Comparative Study*. London: Springer.

Para temáticas propias de cada tema, se recomendará una bibliografía específica.

#### Newsletters

Periodismo para gatos, elaborado por José Manuel Rodríguez

<https://mailchi.mp/7ac0347b6e81/pistas-de-la-semana-de-periodismo-para-gatos-62863>

Tendenci@s, newsletter semanal sobre medios digitales, elaborado por Ismael Nafría (

<http://www.ismaelnafria.com/boletin-tendencias/>)

Newsletter del Laboratorio de Periodismo, Fundación Luca de Tena ((<http://bit.ly/2HaoNuY>)

Monday Note (<https://mondaynote.com/>)

The Innovation Minute (<https://innovation.media/the-innovation-minute>)