

Digital Narratives

Code: 43963
ECTS Credits: 6

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

Contact

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Other comments on languages

Comprensión del inglés leído y hablado

Use of Languages

Principal working language: spanish (spa)

Teachers

Josep Maria Perceval Verde

Prerequisites

No requirements

Objectives and Contextualisation

The fast evolution of digital technologies in the 21st century poses continuous challenges to the contents of the media. However, the stories of the storytelling era include the essential elements (themes, motives, stereotypes, etc.) of the ancestral stories, which are incessantly recombined in order to adapt to different formats in a context of increasing hybridization of genres.

The objective of this course is to provide students with the essential tools and concepts to create and analyze different types of stories made through different platforms, in an effective, interactive, critical and responsible way.

The first part of the course explores the relationship between technology and contents, and analyze the narrative structures of the stories. The role of the reader / viewer / user in the construction / interpretation of the texts is examined, in light of the contributions of the neurosciences and in relation to the transmedia processes generated both in the production and in the interpretation of the contents. The second part focuses on the construction of new journalistic formats, with the aim of studying the development models of narrative cooperation to produce contents generated by the user in collective creations.

Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Analyse and evaluate trends in the digital narration of information companies, and be able to propose alternatives for the construction of the story in a digital and interactive context.

- Apply tools of management, analysis, organisation and planning of information in accordance with objectives and specific information projects.
- Create and manage journalistic publications containing innovative elements from the applied introduction of ICT.
- Generate innovative and competitive proposals for applied research.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- Students can communicate their conclusions and the knowledge and rationale underpinning these to specialist and non-specialist audiences clearly and unambiguously.
- 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. Analyse and evaluate the narrative characteristics of the placement company's news products.
2. Analyse and evaluate trends in digital narration in news companies and apply alternative production methods that involve systems of narrative cooperation.
3. Build a research project whose results propose solutions applied to the management and production of digital news content.
4. Cooperate in team environments and help to achieve the objectives set.
5. Identify and critically compare the changing contexts of digital narrative in terms of the platforms for producing and consuming news.
6. Identify the tools associated with the positioning of digital content aimed at solving specific problems.
7. Plan innovative positioning strategies for the journalistic products created by the simulated editorial team.
8. Plan the processes for introducing innovation within the newstelling strategies in an editorial team.
9. Propose an applied research project to be developed in the master's dissertation.
10. Propose practical solutions based on developing a news product in a multidisciplinary team.
11. Respect the professional development space, adapting to the needs and routines of working groups within the news company.
12. Take charge of everyday situations in news production and processing, paying strict attention to achieving objectives.
13. Understand and distinguish between scientific research methodologies and procedures for investigating trends and problem areas in 21st century communicative phenomena.
14. Understand digital-information architectures and systems and apply them to 21st century news companies.
15. Use search-engine positioning strategies to communicate news stories effectively.
16. Use tools for gathering and processing information and documents needed to construct the theoretical or conceptual framework of the master's dissertation.

Content

*Digital narratives

- The relationship between technology and narratives.
- Structure and construction of the stories.
- Interpretation and interaction
- Media convergence and transmediality.

* Formats of contents and digital narratives

- The construction of new textual and audiovisual formats with digital narratives
- Artificial intelligence at the service of digital narration.

- Artifacts to build stories.
- *Narrative cooperation
- The collective author and collective creations.

Methodology

- Master classes
- Problem solving classes / cases / exercises
- Presentation of works in the classroom
- Tutorials
- Field work outputs
- Preparation of works / reports
- Individual study
- Reading of articles / reports of interest

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous training activities	75	3	13, 3, 5, 7, 15
Master classes	45	1.8	2, 13, 5, 8
Supervised training activities	30	1.2	2, 13, 3, 4, 10, 15

Assessment

The evaluation is the result of the proportional average of the different activities carried out along the course.

Attendance and active participation in at least 80% of the classes represents 25% of the final grade of the course. The works delivered 50% and their presentation at the classroom 10%. 15% correspond to the content tests carried out throughout the semester. Absences will penalize with a detriment of the final 10% grade for each 3-hour session or corresponding fraction (except health reasons or other duly justified emergencies).

Delivery of results of the work carried out and content tests will include the date and time of the corresponding review. The student has to ask for it within a maximum period of two days from the delivery of the notes. Requests for review made beyond 48 hours after the delivery of results will not be accepted.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and active participation in the classroom	25%	0	0	1, 2, 14, 13, 3, 5, 6, 7, 15
Contents test	15%	0	0	1, 2, 14, 13, 5, 6

Presentation of works in the classroom	10%	0	0	1, 2, 14, 13, 8, 12, 15
Work submissions	50%	0	0	2, 14, 13, 4, 5, 6, 7, 10, 9, 11, 16

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