

**Technologies and Systems of Production and  
Management of Digital Content**

Code: 43964  
ECTS Credits: 6

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

## Contact

Name: Santiago Giraldo Luque  
Email: Santiago.Giraldo@uab.cat

## Use of Languages

Principal working language: spanish (spa)

## Teachers

Xavier Salla Tranche

## Prerequisites

The course requires knowledge -user level- of databases and content editing systems in multimedia format (html)

## Objectives and Contextualisation

The module responds to the need for the information professional to know the uses and possibilities that technology offers for the development of his daily work related to the management and production of digital content. Digital content -and the technologies that facilitate its management- imply a technical, critical and practical knowledge on the part of the journalist/communicator based on two basic conditions: the identification of technological possibilities on the creation and management of information within a professional context (media, companies and institutions); and the ability to manage the flow of specific information from an innovative proposal and to take advantage of the available multiplatform tools and formats.

The main objective of the module is to provide the student with skills to be able to appreciate the technological environment that surrounds him and to introduce into his professional informative practice the possibilities that ICTs provide for his development as a journalist/communicator.

## Competences

- 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.
- Know and evaluate the management and production processes for digital information content, proposing innovative solutions which involve the use of ICT.
- That students are able to integrate knowledge and handle complexity and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.
- 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.
- Work in teams in a coordinated and collaborative manner and demonstrate skills for contributing to interdisciplinary teams.

## Learning Outcomes

1. Collaborate in a coordinated way in journalism production within a simulated news-generation environment.
2. Display the knowledge needed to formulate original ideas regarding the conception of a research project.
3. Identify and use the legal and regulatory mechanisms applicable to communication policies.
4. Integrate knowledge acquired when engaged in solving a research problem.
5. Present the conclusions of a research project clearly in different formats and targeting a variety of audiences.
6. Propose and select applied evaluation methodologies on the use of information and communication technologies in producing and managing journalistic content.
7. Propose, on the basis of the content produced by the news company, different digital positioning strategies for this content.
8. Put forward a research project that, using a relevant scientific method, can help to solve a particular problem related to journalism and digital communication.
9. Recognise the new profiles within the profession and how their roles in the news-reporting context are defined
10. Recognise the specific properties of users' digital news consumption in order to plan a digital-strategy action.
11. Recognise trends and dynamics of change in the communicative ecosystem in order to join in a real professional-development environment rapidly and efficiently.
12. Show the self-reliance and discipline needed to complete and present a master's dissertation.
13. Take on different roles in an editorial team, contributing one's own knowledge.

## Content

Web technology, programming languages and digital content managers

Internet: algorithms, formats and basic languages

Main content management systems

Structured design of websites

Management of digital content

Digital information coverage and hierarchies

Management, synchronization and multiplatform content automation (transmedia)

Display and content management tools

Mobile apps

Frameworks of development and distribution of mobile content, environments and development methodologies

Geolocation and context acquisition systems.

Mobile augmented reality systems

Data journalism

Journalism and big data

Tools and techniques for extraction, data and journalistic purposes

Digital information extractors and API

Basic data visualization techniques

## Methodology

The course will use different methodologies for the development of its contents. Mainly, it will focus on the study and resolution of practical-real cases of application and construction of knowledge. Likewise, some master sessions will be given and the students will be invited to carry out different works of practical application that aim to solve specific problems of the journalistic companies.

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

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classes	6	0.24	9, 3, 4, 6, 10, 11
Study cases and exercises	39	1.56	13, 1, 9, 12, 2, 3, 4, 8, 5, 6, 7, 10, 11
Type: Supervised			
Mentorship	30	1.2	1, 9, 2, 4, 8, 6, 7, 10, 11
Type: Autonomous			
Readings and development of papers	75	3	13, 9, 12, 2, 3, 4, 8, 5, 6, 7, 10, 11

## Assessment

The course will have a continuous evaluation with the following tracking methods:

1. Attendance and active participation in class (15%)
2. Assistance to mentoring activities (5%)
3. Submission and presentation of works and exercises (40%)
4. Development and follow-up of the proposed case studies (40%)

The students must approve all the components of the evaluation in order to obtain an approval grade of the subject.

Students will be entitled to the recovery of the subject if the set of activities has been evaluated, the weight of which must equal a minimum of 2/3 of the total grade of the subject. To be able to submit to the recovery of the subject, you will have to obtain the average grade of 3.5. The activities that are excluded from the recovery process are the development and monitoring of the cases of study raised and the assistance to the mentoring activities.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and active participation in class	15%	0	0	9, 2, 8, 5, 6, 7, 10, 11
Development and monitoring of study cases	40%	0	0	13, 1, 9, 12, 2, 3, 4, 8, 5, 6, 7, 10, 11
Mentoring	5%	0	0	13, 1, 9, 12, 2, 3, 4, 8, 5, 6, 7, 10, 11
Submission and presentation of works and exercises	40%	0	0	13, 1, 9, 12, 2, 3, 4, 8, 5, 6, 7, 10, 11

## Bibliography

General Bibliography of the course (more specific readings will be incorporated in the sessions)

Amenta, E., Elliott, T.A., Shortt, N., Tierney, A.C., Türkoğlu, D., & Vann, B. (2017). From bias to coverage: What explains how news organizations treat social movements. *Sociology Compass*, 11, 1-12. DOI 10.1111/soc4.12460

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Bulut, Z.A., Doğan, O. (2017). "The ABCD typology: Profile and motivations of Turkish social network sites users". *Computers in Human Behavior*, 67, Febrero, 73-83. (DOI: 10.1016/j.chb.2016.10.021)

Cho, Jaecho; De-Zuniga, Homero; Rojas, Hernando; Shah, Dhavan (2003). "Beyond Access: The Digital Divide and Internet Uses and Gratifications". *It & Society*, v.1, n.5, pp. 106-132.

Chung, T., Anaza, N. A., Park, J., Phillips, A. H. (2016). "Who's behind the screen? Segmenting social venture consumers through social media usage". *Journal of Retailing and Consumer Services*, 28, Pp. 288-295.

Fuchs, Christian (2014). *Social Media. A critical introduction*. Thousand Oaks: Sage.

Gil de Zuniga, H., Jung, N., & Valenzuela, S. (2012). Social media use for news and individuals' social capital, civic engagement and political participation. *Journal of Computer-Mediated Communication*, 17, 319-336

Gingras, Richard (2018). News Then, News Now: Journalism in a Digital Age, *Medium*. Available at: <https://bit.ly/2LwOGri>

Giraldo-Luque, S., Villegas-Simón, I. (2017). "El uso de las redes sociales por los parlamentos como herramienta de participación política. Estudio de caso latinoamericano y europeo". *El Profesional de la Información*, 26 (3), Pp. 430-437.

Jones, Sarah (2017) *Disrupting the narrative: immersive journalism in virtual reality*, *Journal of Media Practice*, 18:2-3, 171-185, DOI: [10.1080/14682753.2017.1374677](https://doi.org/10.1080/14682753.2017.1374677)

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Lara, T. (2008). "La nueva esfera pública: los medios de comunicación como redes sociales". *Telos: Cuadernos de comunicación e innovación*, 76, Pp. 128-131.

Marwick, Alice. (2013). *Status Update: Celebrity, Publicity, and Branding in the Social Media Age*. New Haven: Yale University Press.

Meeks, Elijah (2018). *What Charts Say*, *Medium*. Available at: <https://bit.ly/2JwvFo8>

Page, Ruth (2012). "The linguistics of self-branding and micro-celebrity in Twitter: The role of hashtags". *Discourse & Communication*, n.6, v.2, pp. 181-201. Doi: 10.1177/1750481312437441

Pariser, Eli (2011). *The Filter Bubble: What the Internet is Hiding From You*. Nueva York: The Penguin Press.

Perreault, Gregory & Stanfield, Kellie. (2018) *Mobile Journalism as Lifestyle Journalism?*, *Journalism Practice*, DOI: [10.1080/17512786.2018.1424021](https://doi.org/10.1080/17512786.2018.1424021)

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