UAB
Universitat Autònoma de Barcelona

External Work Placement

Code: 43968
ECTS Credits: 9

Degree	Type	Year	Semester
4316493 Journalism and Digital Content Innovation	OB	0	2

Contact

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

The subject does not have prerequisites.

Objectives and Contextualisation

This module allows to apply the knowledge acquired in the subjects of the Master on innovation in digital content, in a professional environment with supervised stays in companies and institutions related to communication and journalism.

The main objective of the external professional practices is that the student can be linked as a strategic agent in the company to carry out a specific study or develop innovative information products that are relevant to the journalistic company.

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 knowledge and experience through the development of a professional routine for journalistic production.
- Design, create and develop digital strategies oriented to the positioning of journalistic content.
- Students can communicate their conclusions and the knowledge and rationale underpinning these to specialist and non-specialist audiences clearly and unambiguously.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
- 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. Effectively communicate a message, identifying the audience targeted by the journalism product.

2. Evaluate the impact of the news content produced and propose thematic areas and production and management lines for news content that are suited to the news company's audiences.
3. Identify applied-research problems within the area of digital news narration.
4. Identify the structural elements of communication policies and media regulations by evaluating and managing different information sources.
5. Know and distinguish between the tools for collecting, organising and analysing information that are useful in solving a research problem.
6. Know new trends in the use of technological tools to organise information and integrate these into an innovative routine for producing journalism.
7. Participate in multidisciplinary teams in a coordinated, strategic way, and define action and work-distribution plans that are consistent with the objective set.
8. Plan the gathering and processing of information and documents needed to implement a project and construct theoretical or conceptual frameworks.
9. Present applied research projects coherently, clearly and in line with specific parameters.
10. Problematise, using the methodology and structure of a scientific paper, the transformations of the media environment within the information society.
11. Reflect on the social and ethical responsibilities involved in developing and applying research methods for a problem of importance in journalism.
12. Relate specific concepts for making creative and responsible decisions that fit in with tasks and the work environment.
13. Understand work dynamics in an editorial team or journalism production laboratory that take a fresh approach to news content.
14. Use different tools for managing, analysing and organising information with the aim of creating different news products.
15. Use the tools and concepts acquired to solve problems in their practical development environment.
16. Work independently and with self-discipline, under the specific guidance of a tutor.

Content

Practices in companies and public and private institutions.

Methodology

Tutorials

Realization of external professional practices

Elaboration of works/reports

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Academic tutorials	4	0.16	3, 10, 16
Type: Supervised			
Realization of external professional practices	210	8.4	2, 13, 1, 5, 6, 15, 4, 3, 7, 8, 9, 10, 11, 12, 16, 14
Type: Autonomous			
Elaboration of works/reports	11	0.44	2, 13, 9, 11, 16

Assessment

The evaluation will be made, once the stay in the means of communication, from the final report that the student presents to his tutor or academic tutor and the evaluation report provided by the company.

At the beginning of the stay in the communication company, it will be necessary for the students to do a tutorial with the tutor / a responsible for the subject. As a measure to improve teacher follow-up, a reduced monthly report may be requested, which will also have a character and evaluative purpose, as well as other complementary documents, such as a brief file on the data, characteristics and circumstances of the internship position.

To pass this course, it is required to obtain a final grade equal to or greater than 5.

In order to be evaluated, students must use the document models (memory, company evaluation document, etc.) that each academic year indicates and / or expressly provide their academic tutor of the practicum. The students must also follow the specific instructions given by the tutors.

As a general rule, the final report and the evaluation document signed by the company of practices must be delivered to the academic tutor within a maximum period of 10 calendar days from the last day of practice. Students who do not make at least 2/3 of the hours set in the agreement and who do not obtain a positive evaluation document from their tutor from the internship company, will be considered as not evaluable.

This subject, by its own configuration, is not recoverable.

Review of notes: The revision of notes is an automatic procedure that begins when the note is made public (either posted on the board installed next to the office of the responsible teacher or through some other digital or analogue means). From that moment, the students have a week to request, by e-mail, a tutorial with the teacher responsible for this subject to analyze the final grade. After one week from the date of publication of a note, no request for note revision will be accepted.

(*) This English translation has been carried out automatically with Google Translate. In many points it is a summary of the Teaching Guide in Spanish or Catalan. In case of any doubt or discrepancy, the valid reference text is only the Teaching Guide in Spanish or in Catalan.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final report of practices	35	0	0	2, 13, 1, 5, 6, 15, 4, 3, 7, 8, 9, 10, 11, 12, 16, 14
Progress report of the tutor in the company	30	0	0	2, 13, 5, 6, 15, 4, 3, 7, 8, 10, 11, 12, 16, 14
Realization of external professional practices	35	0	0	2, 13, 1, 5, 6, 15, 4, 3, 7, 8, 9, 10, 11, 12, 16, 14

Bibliography

Without bibliography.