

Multiplatform Journalistic Production

Code: 103115
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

The course is held in Spanish. Some parts of the course can be taught in Catalan or English.

Teachers

Santiago Giraldo Luque
Francisco Baiges Planas

Prerequisites

Course of the fourth year of the Degree in Journalism. Students will need to have knowledge of current issues; demonstrate ability for the correct oral and written use of Catalan and Spanish and have knowledge of English. It must be clear that students will already have completed compulsory courses related to this area and that this will allow them to have the necessary technical skills for the proper development of the associate tasks for the course.

Objectives and Contextualisation

The course aims at the practical application of the journalistic competences of multimedia content production and the set of organizational routines, aimed at the elaboration of journalistic products in a context of multiplatform journalistic production.

The course will focus on the peculiarities of the newsrooms and multiplatform production of a specific product, the transformation of the professional profile, the new audiovisual languages and how social networks should be used will be addressed. It is intended that future graduates will be able to create, plan, direct and produce multiplatform information products.

Both the material and the dynamics of the course have a very high practical component. The practices will consist of a professional simulation in a real environment, starting from the creation of a multiplatform journalistic media that will work in a way that is close to reality. Students will produce journalistic products in

any format. In addition, they will be able to make the decisions that are required, regardless of the place of work that they occupy in the journalistic work scale or in the media in which they work.

The subject is integrated within the area of "Journalistic production" and within this training area provides the practical knowledge to understand the context of multiplatform journalistic production and journalistic routines. The main objective is to provide students with the necessary skills in the production, realization, direction and creation of journalistic products in all formats and digital media.

The course will help students to know the context of the new professional demands related to digital forms of expression.

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a critical and self-critical capacity.
- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- Generate innovative and competitive ideas in research and professional practice.
- 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.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
2. Be familiar with and know how to apply adequate computer programmes to develop infographic processes.
3. Be familiar with and professionally use the necessary voice and image recording tools.
4. Demonstrate a critical and self-critical capacity.
5. Generate innovative and competitive ideas in research and professional practice.
6. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
7. Manage time effectively.
8. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
9. Respect the diversity and plurality of ideas, people and situations.
10. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
11. Use Internet communication resources properly.
12. Use advanced technologies for optimum professional development.
13. Use computer techniques to represent and relay facts and data by means of infographic systems.
14. Use social responsibility criteria in various information production processes.

Content

Topic 1. Introduction to multiplatform journalistic production

What is journalistic production? How is a multiplatform news product made?

Qualities of the journalistic producer.

Specific elements to newsrooms and multiplatform productions.

Topic 2. The process of multiplatform journalistic production. Organization of a multimedia writing. The professionals.

Organization of a multimedia and multiplatform production team. Types and examples of good practices.

New professions. New work routines. Transformation of the professional profile.

Leadership of a team of journalists. Planning as a basis for work and teamwork as a solution.

Tasks of each person in a team. Agenda and sources. Proposals for informative transparency.

The selection of news and topics. What and how is reported. The sources. Change of informative value.

Social networks as sources of information: advantages and risks.

Hierarchy. The final product. Selection strategies in digital products.

The management of the participation of the readers and the use of the contributions of the readers.

Integration of multiple formats in a multiplatform product.

Data journalism.

Topic 3. Journalistic production on the Internet.

News production for platforms of general interest and for specific platforms.

Articulation of a multimedia narration. Proper selection of formats and sources. Script and preproduction. Editing and production in different formats.

Scenarios and journalistic environments in a digital and multiplatform context.

Examples of good practices

(*) The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

The content of this subject will be sensitive to aspects related to the gender perspective.

Methodology

The course consists of practical sessions. The exercises will consist in the creation of a multiplatform journalistic media that works in a similar way to reality. During the first session the students will distribute the journalistic roles and will conceive the central idea and the project of the media to be developed during the following sessions.

The teams will propose, autonomously, the division of the group, the distribution of roles, the thematic concretion, and the design of the contents. The work teams will be integrated by students with different profiles: Knowledge of social networks; Technical knowledge of production, creation and edition of photographs, audios and videos; Technical and creative, specialized editors, and people with leadership skills.

During the face to face sessions, the team of the media should produce and broadcast an integrated multiplatform news product.

The course will have some sessions in which there will be other activities different to the production of contents, in which cases of good practices or specialized conferences will be explained.

The teaching team will carry out, during all the production sessions, individual and group tutorial support and attention aimed at solving technical problems, management and team organization. In each of the sessions, the teaching team will guarantee a feedback of the activities developed by the group based on the product.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classes	6	0.24	8, 10, 4, 5, 6, 9, 14, 12
Evaluation and reevaluation	1	0.04	10, 4, 7
Exercises in newsroom	21	0.84	8, 2, 3, 10, 4, 5, 7, 6, 9, 13, 14, 12, 1
Seminars	12	0.48	8, 2, 3, 10, 4, 5, 7, 6, 9, 13, 14, 12, 1
Type: Supervised			
Mentorship	6	0.24	8, 10, 4, 5, 7, 9, 14, 12
Type: Autonomous			
Autonomous work: production of weekly content	10	0.4	8, 10, 4, 5, 7, 9, 14, 12

Assessment

The evaluation of the subject will have two different parts:

A. Practices: 70% of the mark divided in two evaluation activities: The continuous evaluation I (30% of the mark with a minimum of three evaluable practices) and the continuous evaluation II (40% of the mark with minimum of four evaluable practices).

B. Participation in seminars and activities of the course: 30% of the grade.

A. Laboratory practices:

The course aims at the practical application of multimedia journalistic competences and the set of organizational routines, aimed at the production of journalistic products in a context of multiplatform journalistic production.

The practices will consist of a professional simulation in a real environment starting from the creation of a multiplatform journalistic media that works in a real way. Students will prepare journalistic products in any media and adopt different professional roles.

Every week there will be an activity in the media created that will be related to the news: newsmaking/reporting/interviewing/writing chronicles/debates/participation in UAB Campus Mèdia/development of social media, etc. Also during the different weeks the students will have to assume a professional role: editor, director, cover leader, section head, editor, data verifier, style editor, community manager, etc. The final grade of part A of the subject (practices) will consist of the simple arithmetic average of the total of the practices carried out, and will make up 70% of the final grade of the subject.

The subject, according to the academic calendar, is scheduled to perform at least 7 practices to be developed between sessions 3 and 16 of the course calendar. Its full development will depend on the academic normality of the semester.

All the laboratory practices carried out are evaluable.

Thus, each of the practices, in case of being 7, will have a specific weight (within section A of the subject) of 10%.

In the event that, for extra-academic reasons (strikes, atmospheric problems, unexpected closures, etc.) the sessions are affected and, therefore, the minimum number of laboratory practices, the same evaluation procedure will be maintained: the qualification The end of part A of the subject will be the arithmetic average of the total of the practices carried out.

During each practice, four specific and differentiated activities will be evaluated:

Production and management of the multimedia space of the created media, including social networks

Production of the radio program associated with the medium.

Production of the audiovisual program associated with the medium.

Production in the media laboratory

In this way, the practices will contain four different types of evaluation, which include individual performance (evaluation in the different professional profiles) and group performance (final result of the practice) of the students participating in the practice.

In order to pass this part of the subject, the maximum number of suspended or not presented practices (without excused excuse) is 3.

B. Participation in seminars and course activities:

To deepen in all the practical aspects, the subject will also develop at least two sessions in which other activities will be carried out other than the production of contents in which cases of good practices will be explained or in which specialized conferences will take place.

The student must attend these specific sessions on a mandatory basis. The teaching team will commission a journalistic exercise (interview, press conference, chronicle, opinion article, news, etc.) to the students to guarantee the active participation of them in the programmed sessions.

The attendance to these sessions and the realization of the journalistic exercise, will mean 10% of the final grade of the subject. In each of the sessions, a specific journalistic exercise will be commissioned. The final grade of part B of the subject (participation in seminars and activities the course) will consist of the simple arithmetic average of the total of the journalistic exercises carried out.

Students who do not attend in person the scheduled sessions within section B of the subject, may not perform the journalistic exercises programmed by the teaching team.

Final note:

The final grade of the subject will be the sum between section A and section B explained above.

A minimum grade is not necessary in each part of the subject to calculate the final grade.

Submit and review of qualifications:

The teaching team will inform the students of their qualifications of their practices within a maximum period of one week (both in section A, as in section B). Thus, for example, if the practice is done in session 3, the grades obtained in that practice will be informed, in the afternoon, before the start of session 4.

The teaching team will provide, weekly, a feedback of practical activities orally and in groups. All reported grades can be reviewed.

The student must state to the teaching team his intention to review the grade in that session and the professors, in that same session, must attend the requested revision to finalize the process.

REVALUATION:

In the last three weeks of the course, students who have not passed part A of the course (laboratory practices) may take a re-evaluation synthesis test. The compulsory condition to qualify for the reevaluation of the subject is to have done, at least, 2/3 of the total of the practices of the course and have obtained an average grade equal to or greater than 3.5 (and less than 5) in the set of practical work done by the student for part A of the subject during the course.

Part B of the subject, being activities that take place in a specific session, and in person, can not be re-evaluated or recovered.

According to the criteria indicated above, if a student does not perform at least 66% of the laboratory practices will be considered as non-evaluable of this subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Continuous evaluation I: practical work throughout the course	30%	44	1.76	8, 2, 3, 10, 4, 5, 7, 6, 9, 11, 13, 14, 12, 1
Continuous evaluation II: practical work throughout the course	40%	44	1.76	8, 2, 3, 10, 4, 5, 7, 6, 9, 11, 13, 14, 12, 1
Participation in seminars and course activities	30%	6	0.24	8, 2, 4, 5, 6, 9, 14

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