

**Writing and Voice Recording in Audiovisual Media**

Code: 104973  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	1	2

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.

## Contact

Name: Natividad Ramajo Hernández  
Email: Natividad.Ramajo@uab.cat

## Use of Languages

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

## Teachers

Rosa Maria Palencia Villa

## Prerequisites

Be able to express themselves correctly in Spanish and / or Catalan, both in writing and orally. Know the Spanish and Catalan grammar.

## Objectives and Contextualisation

The aim of the course is to provide basic knowledge about journalistic writing and narrative appropriate to audiovisual media and from a theoretical and practical point of view. The course aims to provide students with theoretical concepts and basic techniques for writing and oral transcription of journalistic texts adapted to audiovisual perception and the characteristics of audiovisual genres.

## Competences

- Be familiar with and apply the theoretical and practical foundations of journalistic writing and narrative and its applications in the different genres, media and formats.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- 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.
- Use advanced technologies for optimum professional development.

## Learning Outcomes

1. Adapt written texts to the specific needs implied by the use of technologies and their systems to process, produce and relay information.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in audiovisual media.
5. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in multimedia formats.
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Respect the diversity and plurality of ideas, people and situations.
9. Use advanced technologies for optimum professional development.

## Content

1. Introduction: Sound understanding and technological mediation
2. Basic notions about writing and audiovisual narrative
3. Basic notions about ethics and journalistic deontology
4. Voice, speech and prosody
5. Macrostructure
6. Microstructure

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.

## Methodology

Directed activities:

- a) Master classes: explanation of the theoretical and practical concepts.
- b) Practices in the Laboratory: the two main objectives are that the student  
- Supervised activities:  
Individual or group face-to-face tutorials and knowledge assessment.  
- Autonomous activities.  
Students must do the readings indicated as compulsory and all the activities

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory Practices	33	1.32	1, 7, 2, 3, 4, 6, 9
Master Classes	15	0.6	1, 7, 2, 3, 4, 5, 6

Tutorship	6	0.24	3, 6, 8
Type: Supervised			
Review	3	0.12	1, 4
Type: Autonomous			
Autonomous Activity	75	3	2, 3, 6

## Assessment

- Written exam (40%)

- Practical laboratory tests (60%)

The final grade will be the sum of the score obtained. It is essential to take

RECOVERY:

During the weeks of re-evaluation, the suspended part or parts will be re-evaluated.

The proposed teaching methodology and evaluation may undergo some modification depending on the restrictions.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practical laboratory tests	60%	16.5	0.66	1, 7, 2, 3, 6, 8, 9
Written exam	40%	1.5	0.06	1, 3, 4, 5, 6, 8

## Bibliography

Basic:

Alsius, Salvador (1998). Ètica i periodisme. Editorial Pòrtic. Barcelona.

Blanch, Margarita y Lázaro, Patricia (2010). Aula de Locución. Cátedra: Madrid

Huertas Bailén, Amparo y Perona Páez, Juan José (1999). Redacción y locución en medios audiovisuales: la radio. Bosch: Barcelona.

Langer, John (2000). La televisión sensacionalista. El periodismo popular y las "otras noticias". Paidós: Barcelona.

Mayoral, Javier (coord.); Sapag, Pablo; Huerta, Armando y Díez, Francisco Javier (2008). Redacción periodística en televisión. Síntesis: Madrid.

Complementary:

Boyd, Andrew, Stewart, Peter, Alexander, Ray (2008). Broadcast Journalism: Techniques of Radio and Television News. Focal Press: Oxford

Cano Muñoz, Isidro (2005). El don de la palabra: hablar para convencer. Thomsom: Madrid.

Cebrián Herrero, Mariano (2004). La información en televisión. Obsesión mercantil y política. Gedisa: Barcelona.

Dale Carnegie (2009). Cómo hablar bien en público. Elhasa: Madrid.

Ortiz Sobrino, Miguel Ángel y Pérez Ornia, José Ramón (2006). Claves para elaborar la información en Radio y Televisión. IORTV: Madrid.

Oliva, Llúcia i Sitjà, Xavier (1999). Las noticias en televisión. IORTV: Madrid.

Rodero, Emma (2003). Locución Radiofónica. IORTV: Madrid.

Wulfemeyer, K. Tim (2009). Beginning Radio and TV Newswriting: A self-instructional learning experience. Iowa University Press: Iowa.