

Trends in Internet Development

Code: 103093
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.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Javier Salla Garcia

Prerequisites

There is no need for previous knowledge about the Internet

Objectives and Contextualisation

- Analyze the evolution of the Internet from the perspective of the digital media ecosystem.
- Learn to evaluate a media company that develops its activities on the Internet.
- Learn the presentation techniques (oral and written) applied to the analysis of media success case studies.

Competences

- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
2. Appraise the social impacts of technological mediation in modern communication.
3. Demonstrate ethical awareness and empathy with the entourage.
4. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
5. Disseminate the areas knowledge and innovations.
6. Establish links between communicative knowledge and social, human and technological sciences in the process of implementing strategies and communication policies.
7. Generate innovative and competitive ideas in research and professional practice.
8. Respect the diversity and plurality of ideas, people and situations.
9. Rigorously apply scientific thinking.

Content

Syllabus:

Theme 1: Internet Overview: state of the art in 2021

- Concepts, trends and who is who in the Internet ecosystem

Theme 2: Media Ecosystem in the Internet

- Digital media and innovation
- Typology of companies and journalistic products
- How to Create an Internet Company ? : Keys factors for project development
- Regulation and public policies

Theme 3: Internet beyond the media

- Education
- Politics
- Health
- Finance
- Social welfare

Theme 4: Course essay - Success case analysis (Catalonia, Spain, EU, and US)

- Idea
- Drafting of the project
- Presentation (pitch)
- Co-evaluation

The contents of the subject include a gender perspective.

Methodology

The teaching will follow a hybrid method: lectures will be online and seminars will be in the classroom.

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. I

In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Online lectures	34	1.36	1, 9, 3, 4, 6, 8, 2
Seminars	17	0.68	1, 9, 3, 4, 5, 7, 8
Type: Supervised			
Tutorials	7.5	0.3	9, 3, 8
Type: Autonomous			
Personal work	79.5	3.18	1, 9, 3, 4, 6, 7, 8

Assessment

The evaluation of the subject is summative. It is not necessary to pass each activity, but the total sum of the activities will be the final grade of the subject. It is necessary to submit to all evaluation activities to obtain the final grade.

The evaluation activities are:

A. Three assignments: 45 points

- Theme 1: 15 points
- Theme 2: 15 points
- Theme 3: 15 points

B. Active participation in the classroom and in virtual sessions (attendance plus questions, comments and reflections): 20 points

C. An essay: 35 points

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Attendance in evaluation activities is mandatory for all students. In any case, there is a set of circumstances that can promptly exempt from assistance with the corresponding supporting evidence (illness, surgical operation, death of a relative, etc.).

When you cannot attend for the aforementioned reasons, the student will send an email to the professor through the Virtual Campus platform. Due to the teaching program, the activity cannot be reprogrammed another day during the semester, but the student can continue with the continuous evaluation.

Evaluation activities that could not be performed for the aforementioned reasons may be recovered on the date reserved for this type of circumstance.

Students who wish can take an additional assignment to raise their grades. It can increase an extra 10 points to the final grading. The requirement is to have a B in previous assignments.

Assignments should be handed upon the class schedule and should follow the formal requirements. Assignments should meet deadlines in order to get grading. The grades of the activities will be published through the Virtual Campus.

In order to clarify doubts or attend consultations, the teachers will establish a schedule for tutorials.

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject. To have access to revaluation, the previous grades should be 3.5. The activity that is excluded from the revaluation process is the essay and its presentation.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

SECOND ENROLMENT

In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of a detailed analysis of media success cases, undertaken with bibliographical references provided by teachers. The grading of the subject will correspond to the grade of the synthesis exam/assignment.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assignment - Theme 1	15	2	0.08	1, 9, 4, 2
Assignment - Theme 2	15	2	0.08	1, 9, 3, 5, 6, 7, 2
Assignment - Theme 3	15	1	0.04	1, 9, 4, 5, 8, 2
Essay	25	2	0.08	1, 9, 3, 4, 5, 6, 7, 8, 2
Essay Presentation	10	3	0.12	1, 9, 3, 4, 5, 6, 7, 8, 2
Inclass and virtual participation	20	2	0.08	1, 9, 3, 4, 5, 8, 2

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Software

There are no specific software requirements, beyond those normally used by fourth-grade students.