

Press and Communications Offices

Code: 103121
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

Name: María José Recoder Sellarés
Email: MariaJosep.Recoder@uab.cat

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

Francisco Baiges Planas
José Manuel Silva Alcalde

Prerequisites

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

Being a fourth-year subject, it is assumed that the students must be able to express themselves in writing and orally in their own languages, in addition to mastering the different journalistic genres. They must have initiative and ability to learn, and must be aware of current issues.

Students will need to consult the official email and the open space in the Moodle Classrooms because it is the way of communication tools between the faculty and students throughout the semester.

Objectives and Contextualisation

- Achieve the relevance of the Communication Offices for the diffusion of the activity that the Organizations develop abroad but also internally for their workers.
- Know the standard structure of a Communication Office, in case you have to create one or be integrated into one to be part of your workforce.
- Learn the information dissemination systems, internal and external, of the communication cabinets and master the basic techniques (writing, preparation of events, creation of agenda, etc.).
- Know the elements to take into account for the development of a communication plan.
- Have elements of judgment to know how to manage information crises in the Organization.

- Value the ethics of communication, journalistic deontology and professional relations between the Communication Offices and their audiences.

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Design, plan and carry out journalistic projects on all kinds of formats.
- 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 media's structure.
- Disseminate the areas' knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- 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.
- Respect the diversity and plurality of ideas, people and situations.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse information processes, as well as the trends and theories that formalise them in the planning process of press offices and institutional communication.
2. Analyse the theories on advertising, public relations and corporate and institutional communication.
3. Apply the professional ethics of journalism to strategic communication in the field of press offices and institutional communication.
4. Apply the technologies and systems used to process, produce and relay information in the field of strategic communication.
5. Appraise the impact of technological innovations in the running of the Catalan and Spanish communication system.
6. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
7. Demonstrate knowledge of how public figures' communication strategies are conceived and disseminated on the basis of the main current debates.
8. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
9. Disseminate the areas' knowledge and innovations.
10. Generate innovative and competitive ideas in research and professional practice.
11. Plan and execute journalistic projects in the field of press offices and institutional communication.
12. Respect the diversity and plurality of ideas, people and situations.
13. Use one's imagination with flexibility, originality and ease.

Content

1. From the Press Office to the Communication Office
 - The relevance of information management for Organizations
 - Definitions
 - Functions and general characteristics of the press and communication offices

- The main areas of action: companies, the Administration and Nongovernmental organisations (NGO).

- History of Communication Offices

2. Creation and Organization of the Communication Office

- Structure of the Communication Office:

The communication director

The image consultant (verbal and non-verbal communication)

Departments specialized in press, audio-visual, graphic image and documentation.

- Internal communication in the organization

- External communication: the visibility of the organization to the mass media

- Other forms of communication management

3. The communication plan of the Organisation

- The internal plan

- The external and mas-media plan

- Crisis management

4. The working tools of the Communication Offices

- The agenda

- Channels of transmission of external information

Press releases

Press conferences

Declarations

Interviews

Informative dossiers

Opinion articles

Publications: magazines, catalogues, etc.

Regular meetings with journalists

Advertising and public relations

- The channels of transmission of internal information

Intranet

Regular meetings with members of the organization (assemblies, petit committee meetings, welcome sessions ...)

Publications: newsletters...

Posters

5. The Online Communication Office: new challenges, new horizons

- The website and the Virtual Press Room
- Tools for communication, production, updating and content management
- The community manager

6. Deontological code and professional behaviour in the Communication Offices

- Ethics of communication
- Communication versus marketing
- Right to information
- Relationship between journalists of the Cabinets and journalists of the mass media

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

Methodology

Theory classes: There will be a detailed presentation in the classroom of the theoretical contents of the syllabus, which is what will allow the development of practical teaching and achievement of the competencies defined for this subject. The master classes should encourage reflection and joint debate, and are a necessary element to promote the self-learning of the students.

Practices. The practical teaching allows the student to assess the evolution of their learning and places it before the simulation of real cases. The practices are complemented with consultations of tutorship's that have the basic objective of providing formative, personal and professional guidance, and especially guidance to do the group course work.

Throughout the course, visits to press offices of specific organizations and / or conferences of experts are also organized, to make known the functioning of real press offices. You can do punctuated exercises from these visits or talks.

In this subject it is considered that the practical part must have two types of exercises. On the one hand, there will be a supervised group work, which will be carried out fundamentally in the study hours of each student and that will have to be orally presented before the teachers and classmates in the classroom. On the other hand, individual exercises will be carried out in the computerized classrooms during the practice sessions or at home if they are related to external visits to organizations where they will explain to us how the respective Communication Cabinets work. There will also be a test of the theoretical content to know how the student has achieved knowledge of the subject explained in class.

The detailed calendar with the content of the different sessions will be presented the first day of the course. 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.

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

Surveys

During one of the classes, the teacher will provide students with 15 minutes to answer the surveys on the teaching performance and the subject.

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			
room sessions, case studies, students oral expositions	20	0.8	4, 9, 10
Type: Supervised			
tutorial meetings	12	0.48	13, 4, 6, 9, 10
Type: Autonomous			
exam, writing the report grou	60	2.4	4, 6, 8, 9, 10

Assessment

When dealing with continuous assessment, it is compulsory to attend class. The subject consists of the following evaluation activities:

Activity A- 20% on the final grade. Exam. Control of knowledge, based on a content test.

Activity B- 35% on the final grade. Course work. Autonomous group activity with supervision of teachers. The report consist on creating the plan of the Communication Office for an Organization that does not have one, or evaluating an existing Communication Office. The faculty will provide the characteristics to be taken into account for the election of the organization, which must be accepted by the teachers. 10% of the grade will correspond to the oral presentation to teachers and students. 25% of the grade will be for the written content of the work.

Activity C- 40% on the final grade. From 5 to 7 individual tests in the classroom, directed and supervised. Each test will be between 5% and 10% on the final grade, depending on their difficulty. It will be specified in the teaching planning document of the subject, which also indicates the detailed calendar of the activities to be carried out throughout the semester and that is hung in the Virtual Campus at the beginning of the semester.

Activity D- 5% on the final grade. Control of knowledge of theory classes, without prior notice from the one explained to the session.

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 points in all the activities. The result will be:

$A (20\%) + B (35\%) + C (40\%) + D (5\%) = 100\%$ final grade of the subject.

Revaluation:

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.

Second Enrolment:

In the case of a second enrolment, students can do a single synthesis assignment that will consist of the accomplishment of a practical exercise where the student will have to demonstrate his/her theoretical and practical knowledge of the subject. The grading of the subject will correspond to the grade of the synthesis

assignment. The student who wants to do the single synthesis assignment, must tell it to the teacher during the first three weeks of the course.

Plagiarism:

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.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	20%	3	0.12	1, 6, 8, 9, 5
Individual exercises	40 %	18	0.72	1, 3, 13, 4, 6, 8, 11, 5
exercises in class room	5 %	2	0.08	1, 2, 3, 13, 7, 8, 9, 12
group report	35 %	35	1.4	1, 2, 3, 13, 6, 10, 12

Bibliography

Books

Almansa Martínez, Ana. Del gabinete de prensa al gabinete de comunicación: la dirección de comunicación en la actualidad. Sevilla; Zamora: Comunicación Social, 2011.

Amado, Adriana. La prensa de la prensa: periodismo y relaciones públicas en la información. Buenos Aires, Biblos, 2016

Berceruelo, Benito. (2014). Nueva Comunicación Interna en la empresa. Madrid: Estudio de Comunicación.

Buil, Pilar. Dircom. Comunicar para transformar: conversaciones con los directores de comunicación de las mejores marcas españolas. Madrid: Pirámide, 2015

Campo, Carlos J. Periodismo de marcas. Barcelona: Editorial UOC, 2015. 274 p

Castillo, Antonio. Comunicación de crisis 2.0. Madrid: Fragua, 2015

Cervera Fantoni, Angel Luis. Comunicación total. Pozuelo de Alarcón: ESIC, 2015. (Libros profesionales de empresa)

Cierva, Yago de la. Comunicar en aguas turbulentas: un enfoque ético para la comunicación de crisis. Barañain (Navarra): Eunsa, 2015

De-las-Heras-Pedrosa, Carlos; Ruiz-Mora, Isabel; Paniagua-Rojano, Francisco-Javier (2018). Gestión de la comunicación en las instituciones. Madrid: Pearson. ISBN: 978 1787268616

Díaz Soloaga, Paloma. Comunicación y Gestión de marcas de moda. Barcelona: Gustavo Gili, 2014.

Espinós, David. Dar la cara es la clave: cómo comunicar sin miedo en situaciones de crisis. Barcelona: Editorial UOC | 2018-

Fernández Asenjo, Gerardo. Gabinetes de comunicación en mínimos: todos los porqués sobre las funciones y disfunciones de los gabinetes pequeños y con pocos recursos. Madrid: Fragua, DL 2010.

López Menacho, Javier. SOS. 25 casos para superar una crisis de reputación digital. Barcelona: UOC, 2018

Losada, José Carlos. Comunicación en la gestión de crisis. Lecciones prácticas. Barcelona: UOC, 2010.

Losada, José Carlos. [\(No\) crisis : comunicación de crisis en un mundo conectado](#) . 2018-04

Matilla, Kathy (ed). Joan Cuenca, Guillem Marca, Andrea Oliveira dos Santos. Cómo hacer un plan estratégico de comunicación. Llibre en línia. Barcelona: Editorial UOC, 2018.

Pont Sorribes, Carles. Comunicar las emergencias. Actores, protocolos y nuevastecnologías. Barcelona: Editorial UOC, 2013.

Río Martínez, Miguel del. Manual para comunicar bien: ¿vas a publicar lo que te he enviado? [Santander] : Gonpat, DL 2008.

Rodríguez Guillén, David. La Comunicación en los gabinetes de comunicación en la Unión Europea en el siglo XXI [Recurs electrònic] : el uso de las TICs. 2013

Slade, Diana (ed). Communicating in Hospital Emergency Departments. Aarhus: Springer, 2015.

Túñez, Miguel. La gestión de la comunicación en las organizaciones. Sebilla: Comunicación Social, 2012. (Periodística, 46)

Ullod, Ana (coor). Relaciones públicas y gabinetes de comunicación. Valencia: Tirant Humanidades, 2014

- Scientific Papers

Almansa, Martínez, Ana. "Historia de los Gabinetes de comunicación en España". A: Revista Historia y Comunicación Social, 9, 2004. P. 5-21.

Arriscado, Paula; Campos, Rosa Maria; Martinez Solana, Yolanda. "Implicaciones de la asesoría de prensa para la definición del posicionamiento de marca: Implications of the press office for the definition of branding". En: Revista Mediterránea de Comunicación: Mediterranean Journal of Communication. 2015 6:99-107

Bellón Rodríguez, Ana. "Gabinetes de comunicación del Sistema de Ciencia, Tecnología e Innovación: el puente que cruza la I+D para llegar a los medios". En: Communication Papers; Vol. 7, Núm. 13, 2018; p. 237-252

Carrillo-Durán, María-Victoria (2016). "Importancia del profesional de la información en la dirección de comunicación de las organizaciones". El profesional de la información, v. 25, n. 2, pp. 272-278.
<https://doi.org/10.3145/epi.2016.mar.14>

Cobos, Enrique; Recoder, Maria José. "La imagen de la energía nuclear en la prensa española de proximidad: ¿Son los medios de comunicación un stakeholder relevante para el sector atómico?". En: Anàlisi: Quaderns de Comunicació i Cultura, 2019, n.61, p. 31-53.

Cobos, Enrique; Recoder, Maria José. "Modelo de análisis web para centrales nucleares: estudio del caso de España". En: Estudios sobre el Mensaje Periodístico, 2019, vol. 25, n.2, p.727-745.

Cobos, Enrique; Recoder, Maria José. "La comunicación de crisis en el sector atómico: protocolo, características y recomendaciones en eventos nucleares". Revista Española de Comunicación en Salud (RECS), 2019. Suplemento. P. S19-S29.

Cobos Urbina, Enrique (2021) "Social Media : useful for high-risk industries? A study of nuclear energy in Spain". *Comunicación y sociedad = Communication & Society*. 2021 34(. 1):143-154.
<https://dialnet-unirioja-es.ares.uab.cat/servlet/catart?codigo=7719496>

Comunicación interna y gestión de bienestar y felicidad en la empresa española e290324 Profesional de la información, 2020, v. 29, n. 3. e-ISSN: 1699-2407 13 <https://doi.org/10.1108/03090560810903664>

Cristófol Rodríguez, Carmen. "Del gabinete de prensa al gabinete de comunicación: La dirección de comunicación en la actualidad". En: Anagramas: Rumbos y sentidos de la comunicación, 2014, Vol.13 (25), pp.193-194

Cuenca, Joan; Matilla, Kathy; PKujol. Marc. [Transformación digital de las agencias de relaciones públicas y comunicación españolas](#). El profesional de la información, 2020.

Durántez- Stolle, Patricia. "Interacción y participación en salas de prensa virtuales de las empresas del Ibex 35. Interactive and participatory elements in the virtual press rooms of IBEX 35 companies". En: El Profesional de la Información, Marzo, 2017

Francàs Guillén, Berta; Ginesta Portet, Xavier. "Gabinets de comunicació i rutines professionals a les organitzacions del tercer sector. Anàlisi comparada entre cinc entitats d'acció social arrelades a les capitals de comarca de la Catalunya Central". Ausa; Vol. 28, Núm. 180 (2017); p. 491-511.

García-Latorre, Florencio Jesús; Aibar-Remón, Carlos; Gobantes-Bilbao, Maite. "La comunicación institucional de contenidos sanitarios mediante notas de prensa y su reflejo en la prensa diaria. El caso de Aragón". En: Revista Española de Comunicación en Salud (ene-jun 2017); 8(1): 38-53. (16p)

García Torres, María. "Propuesta de un modelo de comunicación para proyectos culturales a través de gabinetes de prensa: Proposal for a communication strategy for cultural projects via press offices". En: Culturas: Revista de Gestión Cultural. 2016 3 (1):75-96

González Molina, Sonia. "El uso de Twitter en el entorno del Periodismo Institucional 2.0: estrategias cross-media y diálogo informativo". En: Icono14, 2013, Vol.11 (2), p.

Ingelmo, M. (2015). Utilización de las nuevas tecnologías en comunicación interna. Análisis del uso de los Social Media en la comunicación interna de las empresas españolas. Valladolid: Universidad de Valladolid.

Martínez-Vallvey, Fernando; Mellado-Segado, Andrés; Jesús Hernández-Tristán, Mateo. "Comunicación institucional y relaciones informativas. El caso de la administración cultural en Andalucía. Institutional communication and informational relations. The case of the cultural administration in Andalusia." En: Revista Internacional de Relaciones Públicas. 2017, Vol. 7 Issue 13, p23-40. 18p.

Méndez Nieto, Antonio; Paniagua Rojano, Francisco Javier; León Gross, Teodoro. "La información gubernamental en las páginas de apertura de sección en la prensa de referencia. Government information in the opening pages of the press section in reference". En: Historia y Comunicación Social; 2018, Vol. 23 Issue 1, p185-196, 12p

Miquel-Segarra, Susana; Aced, Cristina (2019). "El perfil de los responsables de comunicación interna en España". Revista de la Asociación Española de Investigación de la Comunicación, v. 6, n. 11, pp.99-118. <http://revistaeic.eu/index.php/raeic/article/view/184>

Olabe Sánchez, Fernando. "El gabinete de Comunicación como impulsor de la gestión comunicativa de los clubes de fútbol" En: Revista Mediterránea de Comunicación: Mediterranean Journal of Communication, 2015, Vol.6, pp.83-104

Regadera González, Elisa; González Luis, Hildegart; Paricio Esteban, Pilar. "Los medios en la gestión de la comunicación de las ONG en tiempos de crisis: oportunidades para el cambio social. The media in communication management of NGO in times of crisis: opportunities for social change". En: Observatorio (OBS*). 2018, Vol. 12 Issue 3, p83-105. 23p.

Sheptunov, Sergey A.; Karlova, Tatyana V.; Vorobjev, Ivan V.; Barashkova, Anastasia L. "Successful press service for science: Conditions and methods". 2017 International Conference "Quality Management, Transport and Information Security, Information Technologies" (IT&QM&IS) p. 279-281 Sep, 2017

Software

No special software is required, only Word.