# Multiplatform Journalistic Production

Code: 104978
ECTS Credits: 6

| Degree | Type | Year | Semester |
|---|---|---|---|
| 2501933 Journalism | OT | 3 | 0 |
| 2501933 Journalism | OT | 4 | 0 |

## Contact

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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: Yes

## 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 media 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 associated to the UAB Campus Mèdia platform. 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 tasks or in the area 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

Journalism

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- 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.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use one's imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

## Learning Outcomes

1. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
2. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
3. Communicate using language that is not sexist or discriminatory.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Demonstrate a critical and self-critical capacity.
7. Explain the explicit or implicit code of practice of one's own area of knowledge.
8. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
9. Identify situations in which a change or improvement is needed.
10. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
11. Manage time effectively.
12. Propose new methods or well-founded alternative solutions.
13. Propose new ways to measure the success or failure of the implementation of innovative proposals or ideas.
14. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
15. Propose projects and actions that incorporate the gender perspective.
16. Propose viable projects and actions to boost social, economic and environmental benefits.
17. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
18. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

19. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
20. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
21. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
22. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
23. Use Internet's communication resources properly.
24. Use one's imagination with flexibility, originality and ease.
25. Use social responsibility criteria in various information production processes.
26. Value diversity and multiculturalism as a foundation for teamwork.

## 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. The selection of news and topics. 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 and fact checking.

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 scheduleand methodologies. 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.

In one of the sessions of the course, 15 minutes will be allocated for students to answer the surveys for the evaluation of teaching performance and the evaluation of the course or module.

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 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 media; 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 sesions, 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 press 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 professors team will guarantee a feedback of the activities developed by the group based on the presented product.

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 | | | |
| Autonomous work: production of weekly content | 10 | 0.4 | 5, 1, 24, 17, 3, 18, 6, 7, 11, 8, 10, 9, 12, 13, 14, 15, 16, 22, 21, 19, 20, 23, 25, 4, 26, 2 |
| Classes | 6 | 0.24 | 5, 1, 17, 3, 6, 7, 10, 9, 19, 25 |
| Evaluation and revaluation | 1 | 0.04 | 5, 1, 24, 17, 3, 18, 6, 7, 11, 8, 10, 9, 12, 13, 14, 15, 16, 22, 21, 19, 20, 23, 25, 4, 26, 2 |
| Exercises in newsroom | 21 | 0.84 | 5, 1, 24, 17, 3, 18, 6, 7, 11, 8, 10, 9, 12, 13, 14, 15, 16, 21, 19, 20, 23, 25, 4, 26, 2 |
| Seminars | 12 | 0.48 | 5, 3, 6, 9, 13, 22, 20, 2 |
| Type: Supervised | | | |
| Mentorship | 6 | 0.24 | 5, 1, 24, 17, 3, 18, 6, 7, 8, 10, 9, 12, 13, 14, 15, 16, 21, 20, 23, 25, 4, 2 |

## 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 arithmetic average of the total of the practices carried out, and will make up 70% of the final grade of the course. The course, 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. The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions. 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 of the part A of the course mark will be the arithmetic average of the total of the practices carried out.

In order to pass this part of the course, the maximum number of suspended or not presented practices (without excused excuse) is 1.

B. Participation in seminars and course activities:

In order to go deeper into all the practical aspects, the course will also develop sessions in which activities other than the production of contents will be carried out, in which cases of good practice will be explained or in which conferences or specialised press conferences will be held. The student must attend these specific sessions on a mandatory basis. The teaching team will propose 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.

The final grade of part B of the course (participation in seminars and activities the course) will consist of the arithmetic average of the total of the journalistic exercises carried out. Students who do not attend the scheduled sessions within section B of the course, may not perform the journalistic exercises programmed by the teaching team.

Final grade: The final grade of the course 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 informthe 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 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 revaluation 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 practical activities carried out 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, 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 the course.

PLAGIARISM: The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

## Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---|---|---|---|---|
| Continuous evaluation I: practical work throughout the course | 30% | 44 | 1.76 | 5, 1, 24, 17, 3, 18, 6, 7, 11, 8, 10, 9, 12, 13, 14, 15, 16, 22, 21, 19, 20, 23, 25, 4, 26, 2 |
| Continuous evaluation II: practical work throughout the course | 40% | 44 | 1.76 | 5, 1, 24, 17, 3, 18, 6, 7, 11, 8, 10, 9, 12, 13, 14, 15, 16, 22, 21, 19, 20, 23, 25, 4, 26, 2 |
| Participation in seminars and course activities | 30% | 6 | 0.24 | 5, 24, 3, 18, 6, 15, 21, 23, 25, 4 |

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## Software

As this is a completely practical course, the programme required is the usual one for carrying out journalistic tasks of content production in different formats. Specifically, the following tools are required:

Audiovisual editing software: DaVinci Resolve.

Audio editing software: Audacity

Text editing software: Word

Image editing software: Canva

Data visualisation software: Infogram - Datawrapper

Multimedia editing software: Wordpress - Blogger - Wix

The Faculty also has cameras and other equipment available for the correct performance of journalistic practices.