

Multimedia and Interactive Content Management

Code: 104986
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OB	3	1

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Teachers

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Prerequisites

The subject's prerequisites focus on internet skills (main platforms, social networks and information search), the ability to critically analyse materials and journalistic writing skills (writing guidelines and genre typology).

Objectives and Contextualisation

The main objective of the subject is the knowledge, analysis and management of digital communication (especially for cybermedia and social networks) through the acquisition of skills in the conception, design and production of different types of digital content, its publication and dissemination in cyberspace. In this sense, the objectives are as follows:

1. To study the fundamentals of digital communication.
2. To learn the guidelines for writing for screens.
3. To study the parameters of digital content design.
4. To become familiar with the main platforms and tools.
5. To learn the dynamics of digital strategy.
6. To assimilate the basics of SEO and web analytics.
7. To study digital identity: branding and media.
8. To explore guidelines for managing communication crises.
9. To apply production routines in cybermedia.
10. To study good practices and analyse trends in the sector.

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.
- 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.
- 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.
- 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. Adapt written texts to the specific needs implied by the use of technologies and their systems to process, produce and relay information.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
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. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
6. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in audiovisual media.
7. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in multimedia formats.
8. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
9. Manage time effectively.
10. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
11. 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.
12. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
13. Use one's imagination with flexibility, originality and ease.
14. Value diversity and multiculturalism as a foundation for teamwork.

Content

1. Fundamentals of digital communication.
2. How to write for screens.
3. Parameters of digital content design.
4. Platforms and tools for the digital communicator.

5. Digital strategy.
6. Fundamentals of SEO and web analytics.
7. Digital identity: Branding and media.
8. Communication crisis management.
9. Production routines in cybermedia.
10. Case studies and trends.

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

- The basis of the teaching methodology will be to achieve autonomous learning by students.
- The activity supervised by the teacher, with a constant and active participation of the student, will allow the student to assume the generic and specific competences raised in the design of the subject, within the curriculum.
- The learning activities (practical classes) occupy a prominent role in the framework of the subject.
- The students will attend theoretical classes where concepts will be explained, debates will be developed and materials and cases will be discussed.
- The separation of the group into subgroups of practical nature will allow a varied and very detailed work and exercise of the exercises proposed.
- The virtual campus will be an important tool within the framework of the subject.
- IMPORTANT: The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.
- The course will work on the "Somos Periodismo" platform (www.somosperiodismo.es).

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			
Independent study and work	30	1.2	
Laboratory	27	1.08	1, 2, 13, 10, 5, 9, 8, 4, 14
Master classes	15	0.6	6, 7
Type: Supervised			
Evaluation activities	6	0.24	1, 2, 7, 8, 12, 11, 4
Tutorials	7	0.28	
Type: Autonomous			
Virtual Campus	3	0.12	

Assessment

The evaluation system will have two clearly differentiated parts:

PRACTICAL PART: 70%.

THEORETICAL PART: 30%.

The subject consists of the evaluation activities:

- PRACTICAL PART: Project (30% on the final grade) & Exercises (40% on the final grade).
- THEORETICAL PART: Exam (30% on the final grade).

Aspects to consider:

- To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in each activity.
- The students 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 equal to 3.5.
- The activities that are excluded from the revaluation process are: Project.
- It is a continuous evaluation. That's why all scheduled evaluable tests must be performed. (In exceptional cases, and with the approval of the teaching team, a different evaluation system may be designed).
- To pass the subject, both the practical and the theoretical part will be approved (obtaining the qualification equivalent to a 5 out of 10, in each of the parts).
- In case of approving one of the parts and suspending the other, the student will have the grade of suspense.
- In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.
- More than three spelling mistakes in some jobs will suppose the suspense of these.
- The grade obtained in the re-evaluation of theory will be the final grade of this part.
- The grade obtained in the re-evaluation of practice will average with the grade obtained in the practices of the course.
- In the revaluation tests (theoretical and practical), students (with more than 5) who wish to upload their grade will be able to do it. The new qualification will be the definitive one in the theoretical part. In the practical part, it will mean with the rest of practices.
- In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of an general exam. The grading of the subject will correspond to the grade of the synthesis exam/assignment.
- The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, 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	30	6	0.24	6, 12, 11
Practices	40	40	1.6	1, 2, 13, 10, 3, 5, 6, 7, 9, 8, 12, 11, 4, 14
Project	30	16	0.64	1, 2, 13, 3, 6, 7, 8, 12, 11, 4

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IMPORTANT: During the course we will also work with materials derived from weblogs, websites, media and congresses in the sector.

Software

- The subject develops a content production workshop using online multimedia tools. The work takes place in the computer science laboratories. The virtual sessions will be carried out by Teams or Zoom. The course will work on the somosperiodismo.es platform.