

Degree	Type	Year
2501933 Journalism	OT	3
2501933 Journalism	OT	4

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Teachers

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Teaching groups languages

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Prerequisites

optional course 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 and the new audiovisual languages.

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 [UABmèdia](#) 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. Work routines. 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. 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 schedule and 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.

Activities and Methodology

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

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: 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 sessions, 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final project (Special programme)	20%	44	1.76	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26
Groups of practical production (weighted: 15%, 20% and 30%)	65%	44	1.76	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26
Participation	15%	6	0.24	3, 4, 5, 6, 15, 18, 21, 23, 24, 25

The evaluation of the course will have five different sections:

- A. Practice block I: 15% of the final grade for the course, in which the first block of integrated journalistic products will be produced and broadcast.
- B. Practice block II: 20% of the final grade for the course, in which the second block of integrated journalistic products will be produced and broadcast.
- C. Practice block III: 30% of the final grade for the course, in which the second block of integrated journalistic products will be produced and broadcast.
- D. Multiplatform special: 20% of the final grade for the course, in which a joint special will be prepared and worked on continuously during the course, as the final practice of the subject.
- E. Participation, punctuality, commitment, dedication and attendance: 15% of the final grade for the course that evaluates the individual performance of the students in relation to the listed aspects.

Practice Blocks:

The course aims at the practical application of multimedia journalistic skills and the set of organizational routines, aimed at the development of journalistic products in a context of multiplatform journalistic production. The practices will consist of a professional simulation in a real environment based on the creation of a multiplatform journalistic media. Students will produce journalistic products in any medium and will adopt different professional roles.

Each face-to-face week an activity will be carried out in the journalistic newsroom created and which will be related to current journalism: news/reports/interviews/chronicles/debates/participation in UABmèdia/, etc. Also during the different weeks, students will have to assume a professional role: editor, director, cover manager, section head, editor, fact checker, copy editor, etc.

The final grade for each practice block will consist of the arithmetic average resulting from all the practices carried out in each block.

The subject, according to the academic calendar, includes laboratory practices to be carried out between sessions 3 and 16 of the course calendar. Its complete development will depend on the academic normality of the semester. All laboratory practices carried out are evaluable.

To pass this part of the subject, the maximum number of practices suspended or not presented (without justified excuse) is 1.

Multiplatform Special

In the last session of the course set on the calendar, the group will present a final integrated journalistic project that has 20% of the weight of the final grade for the subject. Of that 20%, 15% will consist of the prior production of the final special, developed throughout the course, and the remaining 5% will include the evaluation of the staging or execution of the special.

Participation:

As it has a high component of autonomy, the course's professors will especially value the attendance, punctuality, commitment and degree of activity (propositional attitude, interest, motivation) of the students during the course. The teaching staff will hold some sessions with guests (young professional journalists) who will explain their own experiences to the students.

The final grade for the subject will be the result of the sum of the different sections that make up the evaluation. A minimum grade is not necessary in each part of the subject to calculate the final grade.

Submission and review of grades

The professors team will inform the students of their grades for their exercises within a maximum period of one week. Every week, the professors team will provide feedback on the practical activities carried out orally and in groups. All reported grades may be reviewed, if the student so requests, in the in-person class session immediately following the grade report. The student must express to the professors his intention to review the grade in that session and the teaching staff, in that same session, will attend to the requested review, ending the process.

The proposed teaching methodology and evaluation may undergo some modification depending on the restrictions on presence imposed, where appropriate, by the health authorities.

RECOVERY

The course practices are not recoverable. Nor can the final course project, nor the participation section. In the event that there is a case of recovery, the teaching staff will prepare a theoretical-practical test that will evaluate the competencies of the course.

The mandatory condition to be eligible to retake the subject is to have completed at least 2/3 of the total of the course practices and to have obtained an average grade equal to or greater than 3.5 (and less than 5) in the set of works carried out by the student.

PLAGIARISM

The student who makes any irregularity (copy, plagiarism, identity theft...) will be graded 0 for this evaluation act. In the event that several irregularities occur, the final grade for the subject will be 0.

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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.

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	11	Catalan/Spanish	first semester	morning-mixed
(PLAB) Practical laboratories	12	Catalan/Spanish	second semester	morning-mixed