

Degree	Type	Year
4316493 Journalism and Digital Content Innovation	OB	0

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

There are no prerequisites for enrolling.

Objectives and Contextualisation

OBJECTIVES:

- Analyze the structure of the news digital ecosystem.
- Provide the basis of the dynamics of the digital environment and the tools for its understanding.
- Explain the main concepts and typologies of companies and digital journalistic products, as well as the regulatory framework and new professional profiles.

Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Apply tools of management, analysis, organisation and planning of information in accordance with objectives and specific information projects.
- Know and evaluate the management and production processes for digital information content, proposing innovative solutions which involve the use of ICT.
- Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often in a research context.
- That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
- Understand and analyse the trends and dynamics of change in the communicative, informative and regulatory ecosystem of the media company in the twenty-first century.

Learning Outcomes

1. Build autonomous, complete production processes for journalistic content, creatively, dynamically and innovatively.

2. Critically adapt news companies' technologies and innovation models to a changing, globalised regulatory context.
3. Critically analyse the results of implementing positioning strategies and propose alternatives to improve on the success achieved.
4. Identify and clearly and precisely use applied research methodologies for investigating the use of information and communication technologies in producing and managing journalistic content.
5. Identify and evaluate the transformation processes of a company and of the media ecosystem in order to introduce innovation models into journalism projects.
6. Know and use the main tools of digital positioning and marketing based on the criteria of active audiences and consumption tied to social networks.
7. Propose new ways to build news stories by applying information organisation and analysis processes to different objects of study.
8. Propose plans for digital positioning of content by formulating a research problem by solving practical cases.
9. Put forward innovative, creative ideas concerning the work routines of a news company.
10. Quickly and reliably adapt to changing, dynamic work environments and fulfil the tasks set.
11. Resolve situations related to news production, taking on a leadership role and proposing creative outcomes.
12. Solve an applied-research problem, using a scientific method and proposing creative results.
13. Take on different roles in the dynamics of producing and managing digital content for the media, with responsibility and self-reliance.

Content

CONTENTS

THEME 1: EVOLUTION AND TRENDS OF DIGITAL MEDIA

- Digital media ecosystem
- Journalistic companies and business model
- Evolution of digital journalism

THEME 2: TECHNOLOGY AND INNOVATION MODELS IN THE PERIODISTIC PROJECTS AND PRODUCTS

- Dynamics and innovation products
- Economic and financing aspects of journalistic innovation
- Analysis of successful business cases

THEME 3: NEW PROFESSIONAL PROFILES

- Business needs and new professional profiles
- Entrepreneurship: the new professional path?

THEME 4: REGULATION AND LEGISLATION

- Concepts and dynamics of digital regulation
- Spanish, European and international legal framework

The syllabus will offer content from a triple perspective: Catalan / Spanish, European and international.

The contents will be sensitive to aspects related to the gender perspective.

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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Autonomous work	115	4.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Classroom	60	2.4	2, 3, 4, 5, 6, 7, 9, 12
Seminars	28	1.12	1, 2, 3, 4, 5, 7, 9, 10, 11, 12
Type: Supervised			
Tutorials	13.5	0.54	1, 11, 13

The subject will be developed in theoretical and practical sessions. The master classes will be devoted to the explanation of the core concepts of the subject. The practical sessions will have the following modalities: case analysis, seminars, debates and oral presentation of works.

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
Essays	45	3	0.12	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13
Oral Presentations	25	3.5	0.14	1, 3, 5, 6, 8, 9, 13
Test	30	2	0.08	2, 3, 4, 5, 6, 11, 12

The evaluation system is summative and consists of the following activities:

- Test (30 points)
- Oral presentations (25 points)
- Essays (45 points)

It is necessary to present all the evaluation activities to pass the subject. In any case, circumstances can promptly exempt the assistance and/or delivery of work with the corresponding proof (illness, surgical operation, death of a family member, etc.).

When the student cannot attend for the reasons above, he/she must email the teacher through the Virtual Campus. Due to the teaching calendar, the activity cannot be rescheduled for another day during the semester, but the student can continue with the continuous evaluation.

The evaluation activities that could not be carried out for the reasons mentioned earlier may be recovered in January 2025; a date will be reserved for this type of circumstance.

Assignments must be handed in on time, and they should follow the formal instructions. After this period, they will not be accepted to meet the deadlines for grading.

The grades of the activities will be published through the Virtual Campus. Each teacher will establish a tutoring schedule to clarify doubts or answer questions.

The student will be entitled to the reevaluation of the subject if he or she has been evaluated on 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 reevaluation, the previous grades should be 3.5.

PLAGIARISM: Any student who engages in any irregularity (copying, plagiarism, identity impersonation, etc.) will be given a grade of 0 for this evaluation. If multiple irregularities occur, the final grade for the course will be 0.

SECOND ENROLLMENT: In the case of a second enrollment, students will have the opportunity to take a single synthesis exam, which will consist of a content review, practical exercise resolution, and an oral examination to discuss topics covered during the course. The grade for the course will correspond to the grade obtained in the synthesis exam. Students who wish to take this synthesis exam must write to the course coordinator.

UNIQUE EVALUATION:

The unique evaluation system for the course is based on the following percentages:

- A) 50% Theoretical exam on the content syllabus.
- B) 30% Written exam on the resolution of 3 practical cases.
- C) 20% Oral presentation to discuss and argue about one of the topics included in the course syllabus.

The final grade for the unique evaluation will result from the grades obtained in the theoretical exam, written exam, and oral presentation.

The dates for these exams will be announced at the beginning of the course through the course calendar.

REVALUATION OF THE UNIQUE EVALUATION: The recovery process will involve a synthesis exam comprising multiple-choice questions on the course content, case resolution, and an oral presentation component. Participation in the recovery exam is restricted to students who have completed the unique evaluation exams and achieved a minimum grade of 3.5 for the overall course grade. The date for the recovery exam will be announced at the beginning of the course.

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Software

There is no specific software.

Language list

Name	Group	Language	Semester	Turn
(TEm) Theory (master)	60	Spanish	first semester	morning-mixed