UAB
Universitat Autònoma de Barcelona

External Work Placement

Code: 43968
ECTS Credits: 9

2024/2025

Degree	Type	Year
4316493 Journalism and Digital Content Innovation	OB	0

Contact

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Prerequisites

The subject does not have prerequisites.

Teaching groups languages

You can view this information at the of this document.

Objectives and Contextualisation

The module allows applying the knowledge acquired in the subjects of the Master's degree on innovation in digital content in a professional environment with supervised internships in companies and institutions related to communication and journalism.

The main objective of the external professional internships is for the student to become involved as a strategic agent in the company, carrying out specific studies or developing innovative informational products that are relevant to the journalistic organization.

Competences

- Adapt to new situations, have leadership ability and initiative, while maintaining creativity.
- Analyse and evaluate trends in the digital narration of information companies, and be able to propose alternatives for the construction of the story in a digital and interactive context.
- Apply knowledge and experience through the development of a professional routine for journalistic production.
- Design, create and develop digital strategies oriented to the positioning of journalistic content.
- Students can communicate their conclusions and the knowledge and rationale underpinning these to specialist and non-specialist audiences clearly and unambiguously.
- That students have the learning skills that enable them to continue studying in a way that will be largely self-directed or autonomous.
- 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.
- Work in teams in a coordinated and collaborative manner and demonstrate skills for contributing to interdisciplinary teams.

Learning Outcomes

1. Effectively communicate a message, identifying the audience targeted by the journalism product.
2. Evaluate the impact of the news content produced and propose thematic areas and production and management lines for news content that are suited to the news company's audiences.
3. Identify applied-research problems within the area of digital news narration.
4. Identify the structural elements of communication policies and media regulations by evaluating and managing different information sources.
5. Know and distinguish between the tools for collecting, organising and analysing information that are useful in solving a research problem.
6. Know new trends in the use of technological tools to organise information and integrate these into an innovative routine for producing journalism.
7. Participate in multidisciplinary teams in a coordinated, strategic way, and define action and work-distribution plans that are consistent with the objective set.
8. Plan the gathering and processing of information and documents needed to implement a project and construct theoretical or conceptual frameworks.
9. Present applied research projects coherently, clearly and in line with specific parameters.
10. Problematise, using the methodology and structure of a scientific paper, the transformations of the media environment within the information society.
11. Reflect on the social and ethical responsibilities involved in developing and applying research methods for a problem of importance in journalism.
12. Relate specific concepts for making creative and responsible decisions that fit in with tasks and the work environment.
13. Understand work dynamics in an editorial team or journalism production laboratory that take a fresh approach to news content.
14. Use different tools for managing, analysing and organising information with the aim of creating different news products.
15. Use the tools and concepts acquired to solve problems in their practical development environment.
16. Work independently and with self-discipline, under the specific guidance of a tutor.

Content

Internships in companies and public and private institutions.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Academic tutorials	4	0.16	3, 10, 16
Type: Supervised			
Realization of external professional practices	210	8.4	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Type: Autonomous			
Elaboration of works/reports	11	0.44	2, 9, 11, 13, 16

Tutorials

Realization of external professional practices

Elaboration of reports

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
Internship Final Report	35	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Progress report of the tutor in the company	30	0	0	2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14, 15, 16
Realization of external professional practices	35	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

The evaluation will take place once the internship at the media company is completed, based on the final report that the student presents to their academic supervisor and the evaluation report provided by the company.

At the beginning of the internship at the communication company, students are required to have a tutorial with the responsible tutor of the subject. As a measure to improve educational monitoring, they may be asked to submit a reduced monthly report, which will also have an evaluative purpose, as well as other supplementary documents, such as a brief form containing information about the practice site's data, characteristics, and circumstances.

To pass this subject, a final grade equal to or higher than 5 is required.

In order to be evaluated, students must use the document templates (report, company evaluation document, etc.) indicated and/or explicitly provided by their academic internship supervisor each academic year. Students must also follow the specific instructions given by their tutors.

As a general rule, the final report and the evaluation document signed by the internship company must be submitted to the academic supervisor within a maximum period of 10 calendar days from the last day of the internship. Students who do not complete at least 2/3 of the agreed-upon hours in the agreement and do not receive a positive evaluation document from their internship tutor will be considered as non-evaluable.

Due to its own configuration, this subject cannot be retaken.

Grade review: The grade review is an automatic procedure that begins when the grade is made public (whether it is posted on the notice board next to the responsible professor's office or through some other digital or analog means). From that moment, students have one week to request a tutorial with the responsible professor of this subject via email to discuss the final grade. After one week from the date of grade publication, no requests for grade review will be accepted.

Bibliography

Without bibliography.

Software

There is no specific software for this subject.

Language list

Information on the teaching languages can be checked on the CONTENTS section of the guide.