

Degree programme	Type	Course
Journalism and Digital Content Innovation	OB	1

Contact lecturer

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Teaching staff

Luiz Peres Garzezi

Group languages

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

Prerequisites

Students must have previous training in techniques and processes of journalistic production, as well as in the basic language of information for media and research methodology in the field of social sciences.

Objectives

The course aims to bring the student closer to the design, creation and development of basic and applied research projects in the area of journalism and innovation in digital content.

The main learning objectives are:

- Learn to plan scientific work for research and innovation in the media.
- Learn to plan a digital innovation project.
- Use quantitative and qualitative research techniques in the area of digital communication and journalism.
- Apply the design of the scientific method appropriately.
- Learn to design, create, develop, and evaluate innovation and research projects in the field of journalism and digital communication.

Learning outcomes

1. Apply technologies for producing and managing digital content in order to solve particular problems in the journalism profession.
2. Apply interactive digital-narration formats to the analysis and study of different news-production systems.
3. Know the formats of digital content and narrative, and the types of cooperation in building news stories.
4. Know the new consumer environments for journalistic content so as to propose alternatives for producing and positioning content.
5. Implement and evaluate a research project whose results propose solutions applied to the management and production of digital news content.
6. Use knowledge, methods and different analyses to extract information, organise it, analyse it and use to solve a research problem.
7. Integrate working groups within the news company by offering new solutions to specific problems and situations.
8. Integrate the tools and processes acquired within a simulated production environment, shouldering new responsibilities.
9. Propose alternatives for using narrative cooperation in the production of news content.
10. Propose alternative news-telling strategies that integrate the use of innovation in the management and production of digital content that targets a specific audience.
11. Conduct and present an applied research project.
12. Recognise the evolution of digital narratives to propose creative solutions on the basis of technological possibilities and narrative cooperation.
13. Use digital narration structures to communicate news stories effectively.
14. Use news-content positioning and digital-marketing tools to gather information for taking strategic decisions in a specific journalism environment.
15. Know how to carry out a research project with a gender perspective.
16. Know how to distinguish in theoretical and empirical analyses the effects of sex and gender variables.
17. Identify the contributions of gender study to the research topic.
18. Produce, compile and interpret empirical data in a gender-sensitive manner.
19. Know how to create and use qualitative and quantitative indicators including statistics to gain a better understanding of gender inequalities and differences in the needs, conditions, values and aspirations of women and men.
20. Know and use the contributions of women and gender studies in the discipline.
21. Recognise the role of the media, audio-visual productions and advertising in the construction of gender relations and sexual and gender identity.
22. Know how to identify the role of ICT in the transmission of gender stereotypes and apply measures to avoid them.
23. Know how to make an inclusive and non-sexist use of language.

Contents

Unit 1: Introduction to Research in Communication and Journalism

-Scientific knowledge and the social world

-Scientific paradigms

-Falsificationist logic

-Communication as an object of study

-Communication theories and the main methodological traditions

Unit 2: Research Design in Communication

- The importance of the scientific method
- The stages of the scientific process
- Research design
- The justification and limitations of a study
- Qualitative and quantitative perspectives

Unit 3: Research on Communicational Production

- Quantitative methods: content analysis, thematic analysis, correlational analysis of the media agenda.
- Qualitative methods: discourse analysis, socio-semiotic analysis, frame analysis, analysis of representations.
- Triangulation: mixed methods for the study of communicational production.

Unit 4: Reception and Audience Studies

- Quantitative methods: surveys, experiments, network analysis.
- Qualitative methods: participant observation, ethnography, interviews, focus groups.
- Triangulation: mixed methods for the study of reception and audiences.

Unit 5: Research Trends in Communication and the Evaluation of Science

- The evaluation of science and the peer-review process.
- The evaluation of researchers and research funding.
- Science communication.
- Knowledge transfer and applied research.

The detailed content schedule for the different sessions will be presented on the day of the course introduction. It will also be uploaded to the Virtual Campus, where students will find detailed descriptions of exercises and practical activities, various teaching materials, and any information necessary for proper course follow-up.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Reading	10	0.4	3, 4, 12
Realization of the research project	25	1	1, 2, 3, 4, 5, 6, 11
Search for information	14	0.56	3, 4, 5, 6, 9, 10, 11
Classroom activities	15	0.6	1, 2, 3, 5, 6, 10, 11

Realization of the research project	20	0.8	1, 2, 5, 6, 11
Tutor sessions	5	0.2	5, 6, 11
Teachings' expositions	15	0.6	3, 4, 11
Participation in exhibitions and debates	10	0.4	3, 4, 5, 6, 11

The course will use a range of active methodologies and will encourage student participation. It will mainly focus on the study and resolution of real practical cases based on basic or applied research projects. At the beginning of each session, the theoretical content that complements the practical application tasks will be explained to address specific research problems in communication and journalism.

The detailed schedule, including the content of the different sessions, will be presented on the day of the course introduction and will be available on the course Virtual Campus, where students will find the various teaching materials and all the information needed to follow the course properly.

In the event of a change in teaching modality due to force majeure, in accordance with the provisions established by the competent authorities, the teaching staff will inform students of any changes to the course schedule and teaching methodologies.

Note: The course content will be sensitive to gender perspectives and the use of inclusive language.

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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
In-class activities	40%	15	0.6	1, 2, 3, 4, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23
Reading seminars	10%	2	0.08	6, 9, 10, 15, 17, 20, 23
Exam	20%	1	0.04	3, 4, 5, 6, 11, 16, 17, 20, 21, 22, 23
Research and/or Innovation Project	30%	18	0.72	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23

The subject consists of the following evaluation activities:

-Activity A, Realization of an individual research/innovation project supervised and guided by the teaching staff: 30% % on the final grade

-Activity B, Group practices in the classroom related to quantitative and qualitative research techniques: 40% of the final grade

-Activity C, Individual Exam: 20% of the final grade

-Activity D, Reading Seminars: 10% of the final grade

To pass the course, it is necessary to obtain a 5 in Activity C and attend 80% of the practical activities. The practical activities cannot be delivered outside the established deadline. In cases of justifiable reasons (illness or medical treatment with proof), the student will be able to make up the practical activity during the recovery period established in the calendar. Failure to submit the coursework will result in a "not assessable" grade.

Second term Exam:

Students will have the right to retake the course if they have been assessed on the set of activities that account for at least 2/3 of the subject's total grade. To be able to retake the subject, it will be necessary to have obtained a minimum grade of 3.5 in the theoretical content exam.

PLAGIARISM:

In the event that the student commits any irregularity that may lead to a significant variation in an evaluation act, that act will be graded as 0, regardless of any disciplinary process that may be initiated. In the event that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

AI

For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for bibliographic research using the software indicated by the teaching staff. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Bibliography

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Kumar, S., & Parameswaran, R. (2018). Charting an Itinerary for Postcolonial Communication and Media Studies. *Journal of Communication*, 68(2), 347-358. <https://doi.org/10.1093/joc/jqx025>

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Software

PSPP

Netlytic or equivalent

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TEm) Theory (master)	60	Spanish	first semester	morning-mixed