

Degree programme	Type	Course
Journalism and Digital Content Innovation	OB	1

Contact lecturer

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Prerequisites

The subject does not have prerequisites.

Group languages

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

Objectives

- This module enables students to apply the knowledge acquired in the Master's degree modules on innovation in digital content within a professional setting, through supervised placements in companies and institutions related to communication and journalism.
- The main objective of the external professional placements is to facilitate students' integration into a company, media organisation or institution within the sector, with the aim of contributing to the development of specific studies or innovative information products that respond to the needs of the host organisation and help consolidate the professional competences acquired throughout the Master's degree.

Learning outcomes

1. Understand work dynamics in an editorial team or journalism production laboratory that take a fresh approach to news content.
2. Effectively communicate a message, identifying the audience targeted by the journalism product.
3. Know new trends in the use of technological tools to organise information and integrate these into an innovative routine for producing journalism.
4. Know and distinguish between the tools for collecting, organising and analysing information that are useful in solving a research problem.
5. Use the tools and concepts acquired to solve problems in their practical development environment.
6. 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.
7. Identify the structural elements of communication policies and media regulations by evaluating and managing different information sources.
8. Identify applied-research problems within the area of digital news narration.
9. Participate in multidisciplinary teams in a coordinated, strategic way, and define action and work-distribution plans that are consistent with the objective set.
10. Plan the gathering and processing of information and documents needed to implement a project and construct theoretical or conceptual frameworks.
11. Present applied research projects coherently, clearly and in line with specific parameters.
12. Problematising, using the methodology and structure of a scientific paper, the transformations of the media environment within the information society.

13. Reflect on the social and ethical responsibilities involved in developing and applying research methods for a problem of importance in journalism.
14. Relate specific concepts for making creative and responsible decisions that fit in with tasks and the work environment.
15. Work independently and with self-discipline, under the specific guidance of a tutor.
16. Use different tools for managing, analysing and organising information with the aim of creating different news products.

Contents

Internships in companies and public and private institutions.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Realization of external professional practices	220	8.8	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Elaboration of works/reports	4	0.16	1, 6, 11, 13, 15
Academic tutorials	1	0.04	8, 12, 15

- The professional internship comprises a total of 220 hours.
- Students are required to attend two mandatory tutorials with their academic tutor: one at the beginning of the internship period and another at its conclusion.
- Upon completion of the internship, students must submit a final report detailing the tasks performed, the knowledge and skills acquired, and a personal reflection on the overall experience.

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
Internship Final Report	25	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	1, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16
Realization of external professional practices	40	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

- Assessment will take place once placement at the media organisation, company, or institution has been completed. It will be based on the final report submitted by the student to the academic supervisor and on the placement evaluation report provided by the host organisation.
- At the beginning of the placement, students are required to attend a tutorial meeting with a member of academic staff responsible for the module.
- To pass this module, students must obtain a final mark of 5 or above (on a scale of 0-10).
- To be eligible for assessment, students must use the required documentation templates (final report, placement evaluation report, etc.) provided or specified each academic year by the academic supervisor. Students must also follow any specific instructions issued by the academic supervisor.
- As a general rule, the final report and the placement evaluation report signed by the host organisation

must be submitted to the academic supervisor within a maximum of 10 calendar days from the last day of the placement.

- If a student commits any irregularity that may significantly alter the mark awarded for an assessment activity, that activity will receive a mark of 0, irrespective of any disciplinary procedures that may also be initiated. If several irregularities are detected in the assessment activities for the same module, the module's final mark will be 0.
- Students who do not complete at least two-thirds of the placement hours established in the placement agreement, or who do not receive a satisfactory evaluation from the placement supervisor at the host organisation, will be recorded as Not Assessable.
- Due to the nature of this module, reassessment is not available.
- This course/module does not provide for a single-assessment system.
- In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any AI-generated content, specify the tools used, and include a critical reflection on how these technologies have influenced both the process and the final result 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

Without bibliography.

Software

There is no specific software for this subject.

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
(PEXTm) Pràctiques externes i pràcticum (màster)	1	Unknown	Undefined	morning-mixed