

**COURSE DATA****Data Subject**

Code	36557
Name	Expresión oral y escrita para los medios I
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	3 - Lengua	Basic Training

Coordination

Name	Department
JORQUES JIMENEZ, DANIEL	340 - Language Theory and Communication Sciences

SUMMARY

This subject teaches the craft of writing hard new stories for newspapers. With an emphasis on news writing, students learn what news is and why story treatment may differ between newspapers. Students learn how accuracy, as well as clear and concise language is vital to all kinds of journalistic writing. Non-verbal abilities communication on television will be treated equally.

PREVIOUS KNOWLEDGE



Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prerequisites are required to take the course.

OUTCOMES

1333 - Degree in Audiovisual Communication

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Students should have the capacity and creativity to take expressive and thematic risks within the availability and time constraints of the communicative production, applying solutions and perspectives based on the development of the projects.
- Students should be able to adapt to technological and socio-occupational changes.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.
- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
- Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.
- Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.



- Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).
- Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.
- Students should have a practical and theoretical understanding of the organisation structures within sound and visual communication, as well as its evolution and development over time, including audiovisual taxation. This also includes knowledge of, and research into, the interrelations between the natures of the subjects within audiovisual communication: authors, institutions, companies, the media, storage and recipients.

LEARNING OUTCOMES

To provide the knowledge and correct use of the written language.

2.To know and learn the basic mechanisms and main conceptual tools of journalistic language, as well as the different aspects of the informative process related to the selection and treatment of information.

3.To provide the student with a theoretical and also a practical basis (hence the division of this subject into practical subgroups) in order to enhance their ability to construct a written journalistic story.

4.To develop written and oral communication skills (although especially the former) in order to apply them to the specific language of printed and digital media.

5.To encourage the student's habit of reading and fully understanding newspapers and magazines, as well as searching for information online.

DESCRIPTION OF CONTENTS

1. Discursive typology of the media.

2. Fundamentals of journalism, printed and online. Fundamentals of journalism, printed and online.

**3. Journalistic genres: utility, style and taxonomy.****4. News. Gatekeeper, Advocate, News Making, Webinary.****5. photographic news.****6. Sources of information: analysis and writing.****7. Oral expression and non-verbal communication.****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Classroom practices	15,00	100
Attendance at events and external activities	5,00	0
Development of group work	5,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	10,00	0
Resolution of online questionnaires	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The teacher will provide the basic materials (notes, complementary articles and readings) that the student will have to work on in order to pass the 7 units referred to. The student will have to attend the corresponding classes (face-to-face or semi-synchronous) with the basic materials read and analyzed. The attendance to the classes and the work of the student outside the classroom are indispensable to follow the program and to obtain, this way, to dominate the strategies of communication that are expected from the student.



To this end, the teaching material used will be as follows:

Theoretical classes:

- pdf documents with the complete syllabus of the subject;
- power point of the topics explained in the classes, both practical and theoretical;
- pdf documents related to each subject of the course;
- pdf documents of the power point presentations related to each of the 6 topics;
- list of articles, books and book chapters available online to complete the content of each topic.

Practical classes:

- instructions for carrying out the practices that can be evaluated in a pdf document.
- computer software: power point, indesign, Word, Excel.
- pdfs with selected information for analysis.

Tutorials:

They will be a complement destined to clarify the doubts arisen throughout the semester. They will reinforce the theoretical and practical contents of the subject. Given its personalized nature, they will reinforce the needs of each student that may present greater difficulty. The teaching methodologies will be the same as those normally used in ordinary classes.

EVALUATION

Theoretical part



A midterm represents 10% of the final grade. In the examinations of this subject, students will have to answer extensively several questions raised about the syllabus. An analysis will be made of a current journalistic text based on the methodology practiced in class. The final exam represents 30% of the final grade. As in the first part, students will have to respond extensively to several questions on the subject. A commentary on a journalistic text will also be made.

Practice

It represents 25% of the final grade. Both groups will carry out practical analysis and commentary: Theme 7.

The course will only be passed with a minimum grade of 5 in each of the two parts.

REFERENCES

Basic

- Referencia b1:
Jorques Jiménez, D. (2002). Discurso e información. Estructura de la prensa escrita. Cádiz: Universidad de Cádiz.
- Referencia b2:
Kovach, B. & T. Rosentiel (2012). Los elementos del periodismo. Madrid: Ediciones El País.
- Referencia b3:
Lyon, W. (2014). La escritura transparente. Cómo contar historias. Madrid: Libros del KO.
- Referencia b4:
Grijelmo, A. (2001). El estilo del periodista. Madrid: Taurus.
- Referencia b5:
Benavides, J.L. & C. Quintero (2004). Escribir en prensa. Madrid: Pearson.
- Referencia b6:
Cantavella, J. & J.F. Serrano (Coords.) (2004). Redacción para periodistas. Informar e interpretar. Barcelona: Ariel.
- Referencia b7:
Espada, A. (2008). Periodismo práctico. Madrid: Espasa.
- Referencia b8:
Morant, R. & M. Peñarroya (2005). En las distancias cortas: las armas no verbales de seducción masiva, *Llengua, societat i comunicació*, nº 3, pp. 58-68.
- Referencia b9:
De los Reyes Domínguez, M. & J. Teodoro del Pozo (2012). La comunicación no verbal como elemento clave en la proyección de la identidad femenina de las presentadoras actuales de informativos, en *Actas del I Congreso Internacional de Comunicación y Género*, pp. 817-840.



Additional

- Referencia c1:
Martínez Albertos, J.L. (1991). Curso general de redacción periodística. Madrid: Paraninfo.
- Referencia c2:
Gomis, L. (1991). Teoría del periodismo. Barcelona: Paidós.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available

MODALIDAD DE DOCENCIA HÍBRIDA

1. Contenidos

Los contenidos de la materia se mantienen en función de la metodología docente seleccionada.,

2. Volumen de trabajo y planificación temporal de la docencia

Dada la metodología lectiva elegida, se modifica el peso de la actividad originalmente contemplada en la guía docente con objeto de facilitar un acceso presencial completo a cada estudiante de los grupos A y B a cada uno de los temas impartidos. Esto no implicará en ningún caso el aumento del volumen de trabajo del estudiante, que seguirá siendo de 6 ECTS. Los horarios lectivos y asignación de aulas elaborados por el centro se mantienen en todo momento.



3. Metodología docente

La modalidad docente será semanal híbrida en formato semipresencial asíncrono. Esto implica que el temario se impartirá presencialmente para ambos grupos en semanas alternativas: el grupo A recibirá en una sola semana las clases correspondientes a una parte de cada tema, y el grupo B recibirá esas mismas clases presencialmente de esa misma parte de cada tema la semana consecutiva. Los estudiantes del grupo que en esa semana permanezca en casa (A o B) tendrán acceso a materiales facilitados por el profesor (audios, artículos, etc.). De manera que no se hará en ningún momento necesario la conexión online del grupo de estudiantes que permanezca esa semana en casa, y todo el grupo completo (A y B) tendrá acceso a las mismas clases en las mismas condiciones de impartición.

Con objeto de evitar que los estudiantes que por confinamiento domiciliario decretado no puedan desplazarse al centro carezcan de docencia presencial, se subirá al aula virtual en audio la grabación de cada sesión impartida. Grabación a la que podrá acceder libremente cada estudiante en el momento en que lo desee.

4. Evaluación

El examen será presencial en las fechas y condiciones sanitarias marcadas por el centro a tales efectos. En dicho examen, el estudiante podrá disponer de toda la bibliografía (apuntes, referencias, etc.) que necesite. Este formato de evaluación permite asimismo que el estudiante confinado, sea del grupo A o B, pueda efectuar dicho examen en su domicilio.

5. Bibliografía

Se mantienen las referencias bibliográficas consignadas en la guía docente estándar de la materia. Solo hay una lectura obligatoria, que se le facilitará al estudiante en pdf disponible en el aula virtual, lo cual impedirá que el estudiante haya de acudir al servicio de reprografía, evitándose así cualquier tipo de contagio.

