

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

<b>Code</b>	36618
<b>Name</b>	Institutional communication strategies
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	2 First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1334 - Degree in Journalism	5 - Comunicación	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
AGUAR TORRES, JOAQUIN JOSE	340 - Language Theory and Communication Sciences

**SUMMARY**

The main objective of Institutional Communication Strategies is to familiarize students with the relationship between institutional communication offices and the media. To this end, students will deepen their knowledge of local, regional, state and European institutions. In the same way, the strategies used by the institutional offices to get the media to echo their messages will be analyzed, as well as how to manage crisis situations that may affect the entities in which they work and their institutional leaders. The course aims, in short, to offer students the two visions of information that are handled from the field of institutional communication and from the media through a theoretical-practical point of view, with the aim of understanding these relationships and that this allows them to have better tools when facing future work challenges.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

Es importante que los estudiantes se mantengan al día de las cuestiones de actualidad

## OUTCOMES

### 1334 - Degree in Journalism

- 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 apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- 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 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 an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.
- Students must be able to search, select, contextualise and order any type of source or document (written, audio, visual etc.) useful for the elaboration and processing of information, as well as for persuasive communicative or fictional and entertainment uses.
- Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

## LEARNING OUTCOMES



- To elaborate communication materials and journalistic documents referring to economic, sociological, legal and historical issues.
- To value the fundamental rights and freedoms of expression and information, as well as the rights and duties of those who exercise the journalistic profession.
- To identify the knowledge of the great contemporary economic, sociological, political and cultural processes.
- To classify and access the economic, political, legal, historical and sociological information available and to learn to handle it correctly.
- To show an adequate knowledge of communication sciences within the framework of social sciences.
- To list the concepts, models and critical elements that describe, explain and try to understand communication in its different facets through a knowledge of a theoretical nature.
- To adopt a critical position that allows to value and review the different currents of study on communication from the socio-cultural elements that are found in its birth and development.
- Recognize and apply different theoretical perspectives that explain the processes of production, distribution and reception of communication. - Find techniques to search, identify, select and collect information.
- Critically evaluate any type of sources, documents and facts with the purpose, on the one hand, of treating them conveniently and, on the other hand, of transforming them into information of interest by means of the informative-communicative languages required for each case.
- List, select and prioritize any type of source or document (written, audio, visual, etc.) useful for the elaboration and processing of information, as well as for its persuasive communicative use or for fiction and entertainment. - To become familiar with the correct elaboration of search strategies, their language and application.
- Recognize and analyze the task of documentation within the news creation process.

## DESCRIPTION OF CONTENTS

### 1. Introduction to institutional communication strategies

- 1.1 Approach: Is institutional communication journalism?
- 1.2. "Selling" and "buying" in institutional communication
- 1.3. What influences a media outlet to "buy" information?
- 1.4. Two general forms of institutional communication: official and unofficial.
- 1.5. Types of relationship between media and offices: preferential, collaborative-fluid, mere courtesy and hostile.
- 1.6. General journalistic concepts to master: official confirmation, 'big game', 'controlled blasting' and 'bridging' to a cabinet.
- 1.7. The dilemma of public service in institutional communication.
- 1.8. Differences between service information, general information and strategic-particular information within institutional communication.
- 1.9. Why are cabinets interested in incorporating journalists from active media?
- 1.10. Differences and similarities between political, institutional and corporate communication.



## **2. Introduction to institutions**

- 2.1. Historical background of institutional communication. An approach to propaganda and institutional communication.
- 2.2. Local Administration. Local/Ayuntamientos/Diputaciones
- 2.3. Autonomous government/Corts Valencianes/TSJCV
- 2.4. Government of Spain/Ministries/Congress/CGPJ/TS
- 2.5. European Union/International Organizations
- 2.6. The Crown
- 2.7. Entities dependent on the public authorities
- 2.8. Powers

## **3. Cabinet functions, external communication to the general public and relationship with the media**

- 3.1. The figure of the dircom and the communication offices: functions, responsibilities and relationship with the leader.
- 3.2. Relationship between institutions and political parties

## **4. Discourse, arguments and strategy**

- 4.1 Creation and dissemination of the argumentation
- 4.2. The press release
- 4.3 Press appearances and plenary sessions of institutions
- 4.4. Press conferences of the Plenary of the Council of Ministers
- 4.5 Press conferences of the Council of Ministers
- 4.6 DOGV and BOE

## **5. Digital communication from leaders and cabinet**

- 5.1 Official accounts of the institutions: functions, characteristics, problems...
- 5.2. Accounts of the directors of an institution.

## **6. Crisis communication**

- 6.1. Good and bad practices
- 6.2 How to survive a reputation crisis. Pocket manual.

**7. Organization of institutional events and institutional publicity**

7.1. Institutional events

7.2. Institutional advertisement

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	20,00	0
Development of individual work	30,00	0
Study and independent work	15,00	0
Readings supplementary material	10,00	0
Resolution of case studies	15,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

- Lectures
- Exhibition by the professor of practical cases and subsequent discussion
- Specialized seminars and complementary activities

**EVALUATION****1ST CALL**

-Complementary training activities: 1 point (2 topical tests: 1 point; 0.5 each) - 10% of the final grade.-  
Theory exam with practical applications: 4.5 points - 45% of the final grade.-Individual and/or group  
work/practicals: 4.5 points - 45% of the final grade.

**2ND CALL**

-A theoretical-practical exam will be carried out, which may also include a current affairs test (100% of the final grade).

**GENERAL QUESTIONS**

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.





In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

## REFERENCES

### Basic

- Aced, C. (2013). Relaciones públicas 2.0: cómo gestionar la comunicación corporativa en el entorno digital. Barcelona: Editorial UOC.
- Chias, J. Marketing público: por un gobierno y una administración al servicio del público. Mac Graw-Hill. Madrid. 1995.
- De las Heras, C.; Ruiz, I. y Paniagua Rojano, F.J. (2018). Gestión de la comunicación en instituciones. Pearson
- DIRCOM (2013). Manual de comunicación. Madrid: DIN Impresores.
- Losada Díaz, J. C. (2004). Gestión de la comunicación en las organizaciones: Comunicación interna, corporativa y de marketing. Madrid: Ariel.
- Lesaca, J. (2017). Armas de seducción masiva. Madrid: Península.
- López García, Guillermo (2019) La comunicación en la Comunitat Valenciana (2010-2018) : Crisis y cambio. València: Institució Alfons el Magànim
- Molina Cañabate, J. P. (2017). Comunicación corporativa: guía de supervivencia. Madrid: Editorial Grupo 5.
- Sotelo Enríquez, C. (2001) Introducción a la comunicación institucional. Barcelona: Ariel Comunicación.

### Additional

- Burgueño, J.L. (2015). Comunicación institucional para periodistas. Barcelona: UOC.
- Kotler, Ph. y Roberto, E.I. Marketing social: estrategias para cambiar la conducta pública. Díaz de Santos. Madrid. 1992.
- Laguna, Antonio (2010). Las claves del éxito político. ¿Por qué votan los ciudadanos?. Barcelona: Península.
- Molina Cañabate, J. P. (2011). Introducción a la comunicación institucional a través de internet. Madrid: Editorial Grupo 5.
- Mora, J.M. (2009) 10 ensayos de comunicación institucional. Pamplona: Eunsa



- Pizarroso Quintero, A. (1993). Historia de la propaganda: notas para el estudio de la propaganda política y de guerra. Madrid: Eudema
- Thompson, John B. (2001). El escándalo político. Poder y visibilidad en la era de los medios de comunicación. Barcelona: Paidós
- Wilcox, D. L. (2006) Relaciones Públicas, estrategias y tácticas. Madrid: Addison Wesley

