

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

Code	36628
Name	Digital journalism
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	3	First term
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	Faculty of Philology, Translation and Communication	0	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	7 - Información periodística y su tecnología	Obligatory
2239 - M.U. en Nuevos Periodismos, Comunicac.Polític.Soc_18-V1	11 - Complementos de Formación	Optional

Coordination

Name	Department
CALVO MIGUEL, DAFNE	340 - Language Theory and Communication Sciences

SUMMARY

The course focuses on the study of the characteristics of digital communication. To this end, issues such as journalistic practices on the Internet, the communicative processes in digital platforms and the dynamics for the constitution of the online message are addressed. During the course, the creation, edition, publication and distribution of digital content, as well as the characteristics of online communication are addressed.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Knowledge and familiarity with the use of the Internet and the most important applications in common use.

OUTCOMES

1334 - Degree in Journalism

- 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 be able to experiment and innovate through the understanding and use of the applied methods and technologies.
- Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.
- Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).

LEARNING OUTCOMES

The objective of the course is that students acquire sufficient competence to work on the Internet in any of the areas that this medium offers in the communication sector, such as design, production of written and audiovisual content or management of a website. This training goes hand in hand with a critical knowledge of the communicative transformations inherent to the digital context.

- Identify the capacity and ability to narrate current events and to use computer systems and resources.
- Demonstrate the capacity and ability to perform the main journalistic tasks and to use informative and communicative technologies and techniques.
- Develop a basic understanding of common English vocabulary.
- To present the capacity and ability to edit and treat audio in any of the software programs in use.
- To develop the capacity and ability for the digital treatment of still images in one of the software programs in use.
- To reproduce the knowledge of the characteristics and functions of the design in written press and digital editions, with the ability to identify the different elements involved.
- Reorganize printed contents in digital format, taking into account the characteristics of the environment (hypertextual, multimedia and interactive).
- List the different interpretative journalistic genres in press, radio and television with references to different authors who define and classify them.
- Identify the particularities of the news, the chronicle, the report and the interview.
- Produce contents with correction and communicative efficiency in press, radio and television.



- Present basic knowledge of literary, musical and cinematographic criticism.
- Operate on the Internet in any of the areas of work that this medium offers in the communication sector (design and production of written and / or audiovisual content, website management, etc.).

DESCRIPTION OF CONTENTS

1. Basics of Internet communication

- 1.1. Birth and development of the Internet
- 1.2. Characteristics of Network Communication

2. Internet content production

- 2.1. Concepts and key elements in digital journalism
- 2.2. Cyberjournalistic writing and digital genres
- 2.3. Techniques for writing and editing journalistic content for the Internet.

3. Evolution of cybermedia in Spain

- 3.1. History of digital journalism
- 3.2. Digital journalism and digital media
- 3.3. The professional profile of the digital journalist
- 3.4. Structural conditions of digital journalism

4. Audiences and publics

- 4.1. Audience contact and engagement spaces
- 4.2. SEO strategies for active audiences
- 4.3. Journalism and information in social networks
- 4.4. Open and citizen journalism

5. New forms of information organization

- 5.1. Technological innovation and interaction
- 5.2. Journalism, privacy and leaks
- 5.3. Disinformation and fake news
- 5.4. Slow journalism in the age of Internet



WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Laboratory practices	30,00	100
Attendance at events and external activities	15,00	0
Development of group work	15,00	0
Development of individual work	8,00	0
Study and independent work	20,00	0
Preparation of evaluation activities	2,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	25,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The course has a strong participatory component. The methodology used is of different types, which can be summarized in the following lines:

Participative master class aimed at the understanding of theoretical knowledge.

Classroom work, including discussions, case studies and seminars.

Practical classes in the laboratory through activities structured by the teacher that include the analysis of journalistic content and knowledge of digital tools.

Tutorials, both individual and group, which in no case are a substitute for theoretical or practical classes.

EVALUATION

Learning is carried out through the teacher's observation of the students' individual and group work. In the first call, the weighting of each part is as follows:

- Practical work: 40%. Completion of the various deliverables proposed especially in the practical classes. Attendance and completion of at least 80% of these is mandatory to pass this part of the course.
- Final work: 10%. Elaboration of a journalistic piece that complies with the characteristics of Internet communication. Its delivery is mandatory to pass the course.
- Exam: 30%. Written test on the theoretical contents explained in class and the complementary materials suggested throughout the course. It is necessary to obtain at least a 4 to pass this part of the course -as long as the overall grade of all the sections is at least a 5-.
- Participation: 20%. Reflective contribution to the debates in class about the theoretical and practical material programmed.

In the second call, it is possible to recover the exam, which continues to be equivalent to 30% of the final grade.

In both exams, a serious spelling mistake in a practice or exam will result in the failure of that particular



test.

Attention:

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

- BOCZKOWSKI, Pablo y Mitchelstein, Eugenia (2015). La brecha de las noticias. LA divergencia entre las preferencias informativas de los medios y el público. Buenos Aires: Manantial.
- BOWMAN, S., y WILLIS, C. (2003). We Media. How audiences are shaping the future of news and information. Disponible en http://www.hypergene.net/wemedia/download/we_media.pdf
- CASTELLS, Manuel (2009). Comunicación y poder. Madrid: Alianza Editorial
- DÍAZ NOCI, Javier, y SALAVERRÍA, Ramón (eds.) (2003). Manual de Redacción Ciberperiodística. Barcelona: Ariel.
- SALAVERRÍA, Ramón (coord.) (2016). Ciberperiodismo en Iberoamérica. Madrid: Fundación Telefónica y Editorial Ariel
- LÓPEZ GARCÍA, Guillermo (2005). Modelos de comunicación en Internet, Valencia, Tirant lo Blanch.
- LÓPEZ GARCÍA, Xosé y PEREIRA, Xosé (eds.) (2010). Convergencia digital. Reconfiguración de los medios de comunicación en España. Santiago de Compostela: Servicio Editorial de la Universidad de Santiago de Compostela.
- LÓPEZ GARCÍA, Guillermo (2015). Periodismo digital: redes, audiencias y modelos de negocio. Salamanca: Comunicación Social.
- MESO, Koldo (2006). Introducción al ciberperiodismo: breve acercamiento al estudio del periodismo.



Additional

- CASTELLS, Manuel (ed.) (2006). La sociedad red: una visión global. Madrid: Alianza Editorial.
- CHRISTAKIS, Nicholas; y FOWLER, James (2010). Conectados. El sorprendente poder de las redes sociales y cómo afectan a nuestras vidas. Madrid: Taurus
- DÍAZ NOCI, Javier (2001). La escritura digital, Zarautz, Universidad del País Vasco.
- DURAN, Jaume, y SÁNCHEZ, Lydia (eds.) (2008). Industrias de la comunicación audiovisual. Barcelona: Publicacions i Edicions UB.
- HIMANEN, Pekka (2002). La ética del hacker y el espíritu de la era de la información, Barcelona, Destino.
- JENKINS, Henry (2008). Convergence Culture: La cultura de la convergencia en los medios de comunicación. Barcelona: Paidós.
- LÓPEZ GARCÍA, Guillermo (ed.) (2005). El ecosistema digital: modelos de comunicación, nuevos medios y público en Internet. Valencia, Servei de Publicacions de la Universitat de València. Disponible en www.uv.es/demopode/libro1
- LÓPEZ GARCÍA, Guillermo (2008). Los cibermedios valencianos: cartografía, características y contenidos. Valencia: Servei de Publicacions de la Universitat de València. Disponible en <http://www.cibermediosvalencianos.es/cibermedios.pdf>
- LÓPEZ GARCÍA, Guillermo (ed.) (2012). Cibercomunidad. El espacio de la comunicación digital en la Comunidad Valenciana. Valencia: Tirant lo Blanch
- SALAVERRÍA, Ramón y NEGREDO, Samuel (2008). Periodismo integrado. Convergencia de medios y reorganización de redacciones. Barcelona: Sol 90.
- MASIP, Pere (2008). Internet a les redaccions. Barcelona: Ramon Llull.
- ORIHUELA, José Luis (2011). Mundo Twitter. Barcelona: Alienta.
- PALOMO TORRES, M^a Bella (2004). El periodista on-line: de la revolución a la evolución. Sevilla: Comunicación Social Ediciones y Publicaciones.
- PÉREZ TORNERO, José Manuel y TEJEDOR, Santiago (dirs.) (2014). Escribir para la Red. Reflexiones sobre la nueva (y vieja) escritura informativa 'online'. Barcelona: Universitat Autònoma de Barcelona. Disponible en http://www.amic.media/media/files/file_352_754.pdf
- VVAA (2016). Reuters Institute Digital News Report 2016. Disponible en <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/Digital-News-Report-2016.pdf>