

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

Code	36645
Name	Fundamentos del periodismo y técnicas de comunicación
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	10 - Evolución del periodismo y de la comunicación	Obligatory

Coordination

Name	Department
GIL IRUN, JUAN ALFONSO	340 - Language Theory and Communication Sciences

SUMMARY

The subject *Journalism and Communication Techniques* is included in the compulsory subjects in the *Evolution of Journalism and Communication* block.

The aim is to offer students the basic theoretical foundations of journalism, skills and working habits in the field of journalism and oral and written communication techniques focused on activities in the media or in other professional fields.

For this reason, it is intended that students master the following aspects:

- General theoretical concepts about journalism.
- 2.- Basic structure of the news: the parts of an information.
- 3.- Criteria for writing news.
- 4.- Relationship between text and image.



- 5.- Obtaining information from the sources.
Eines per a l'obtenció i confecció de la informació.
- 7.- Media support for the dissemination of news.
- 7.- Conditions for journalistic practice.
- 8.- Context for the dissemination of information.

It is essential to acquire skills and techniques applicable to the journalist's daily work, for which they will provide examples and explain specific journalistic situations in the field.

In addition to the practices that are established in class, the students will carry out unforeseen exercises, since unforeseen events are one of the usual constants in journalism. Therefore, it is not a subject exclusively aimed at an academic resolution based on a final exam, but rather one that seeks to learn through continuity.

Therefore, it is important to work on the capacity and ability to recover, organize, analyze and process information from the subject so that it can be disseminated, served or treated from a journalistic perspective with special attention to its written aspect, both because of its intrinsic importance and because of its value as a means of disseminating information in the non-written media.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The subject must be interrelated with the subjects Oral and written expression for the media and Information genres, as well as with those of the same subject (Theory and history of journalism, Political communication and public opinion and History of social communication in the Valencian Country).

Requirements:

- 1.- Correct use of the language at an oral and especially written level.
- 2.- Ability to transmit concepts in an orderly way.
- 3.- Knowledge of the general guidelines of writing to be able to

OUTCOMES

1334 - Degree in Journalism

- 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 be able to adapt to technological and socio-occupational changes.
- 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 search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- 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

At the end of the course, the student must know how to write news in both a formal and a journalistic level based on the criteria proposed, as well as how to write about photos, use a language that can be understood by all readers, understand the meaning of the news in its context and adapt it to the Spanish that is most comprehensible to most users of the information.

The student will use the basic terminology of the professional world of journalism on its different slopes. Students will correctly use the basic language of the main areas of information (politics, economics, justice, health, social issues...) which they will study in depth in later courses.

Students will have basic knowledge about how to get news from the corresponding sources.

DESCRIPTION OF CONTENTS

1. General Concepts: Current events, information, news and journalism

- 1.1. Features of the news
- 1.2. How the news affects us
- 1.3. Functions of journalism

2. The condition of journalist

- 2.1. Characteristics of journalistic work
- 2.2. The professional range: media and news areas
- 2.3. Journalistic praxis
- 2.4. Journalist specialization
- 2.5. Complementary tools

**3. Journalistic writing**

- 3.1.- The basic structure of the news item.
- 3.2.- The parts of the news item: headline, lead, second paragraph, rest of the information and extension.
- 3.3.- The direct style and the indirect style.
- 3.4.- Text plus image, image plus text.

4. Obtaining information: information sources

- 4.1.- Journalism sources and their attribution
- 4.2.- From the statement to the interview

5. Language and journalism

- 5.1.- Newspaper language and grammatical structure
- 5.2.- Americanisms and foreignisms

6. Dissemination and sequencing of information

- 6.1.- The temporal scope
- 6.2.- Planned and unforeseen news
- 6.3.- The informative sequence
- 6.4.- The speed in the elaboration of information

7. No-news**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Study and independent work	30,00	0
Readings supplementary material	20,00	0
Preparation of evaluation activities	10,00	0
Preparation of practical classes and problem	30,00	0
TOTAL	150,00	



TEACHING METHODOLOGY

The classroom activity in the theoretical part will be aimed at acquiring knowledge about the global environment of journalism and, in particular, about writing and information acquisition techniques.

This activity will be accompanied by a practical part that will combine this work with news writing exercises based on assumptions or real information and with the development of techniques for obtaining information, as well as the gathering of information through direct contact with sources (personal, telephone or through other media) or press releases. We will also work on the generation of news items at the request of the source or from sources that are reluctant to provide them.

The non face-to-face activity will include the realization of exercises on the subject taught, as well as the attendance to acts, places or events in which information can be generated (interviews, press conferences, appearances...) and the preparation of the exams and objective tests that will be completed throughout the course.

For all this, the student will have a Dossier of the subject that will include practical exercises, material to make news and texts allusive to the theoretical knowledge taught in class.

The teaching schedule includes a total of twenty-six face-to-face sessions that will combine theoretical and practical aspects. The teaching activity will be proposed in a threefold direction:

- 1.- Contribution of theoretical knowledge by the professor.
- 2.- Study and analysis of documents related to the topics of the course.
- 3.- Realization of exercises and practices allusive to the elaboration of information with journalistic criteria.

The student will have a dossier of class to follow the subject that will include:

- 1.- Part of the theoretical contents.
- 2.- Exercises, practices and documents.
- 3.- Examples of information to work on them.
- 4.- Examples of inadequate information.
- 5.- Cases of cases to elaborate news from the different journalistic approaches that are raised in the course.

The student will also have access through different supports to information and materials to carry out practical activities inside and outside the classroom.

Other possible activities:

- 1.- Attendance to press conferences and elaboration of the corresponding news.
- 2.- Elaboration of news from the obtaining of information on the part of the pupil.

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EVALUATION

The evaluation will consist of four parts:

1. Monitoring by the student of the dynamics of the subject, which will include the complete and correct performance of the practical exercises (planned and unexpected) that are proposed, both in the time of face-to-face work and in the time of non-presence. 20%



2. Preparation of a personal interview based on the criteria presented in the classroom. The interview will be essential to pass the course. 15 %

3. Carrying out a theoretical and practical knowledge exercise in the middle of the term, approximately. 15 %

4. Taking a theoretical and practical exam at the end of the course. 50 %

To pass the course, it is necessary to achieve at least fifty percent of the course's score. To pass in the second call it will be necessary to have presented the proposed interview (15 percent) in which it will respect the mark of the first call (although the student will have the option to present a different interview with which it will be able to improve or to worsen the mark already obtained), and to make an exam (85 percent)

REFERENCES

Basic

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Additional

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ADDENDUM COVID-19

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

I.- HYBRID TEACHING MODALITY

1. Contents

The same contents will be maintained

2. Workload and time planning of teaching

The volume of work will be identical, as well as the planning of the teaching. The rhythm of theoretical contents and practical application will be maintained, with exercises to be carried out by the student both during class hours (in class or by videoconference) and outside these hours to correct in later sessions. For this, the student will have the dossier of the subject that he/she will get in Reprografía at the beginning of the course and in which the exercises and activities to be done appear. In case it is impossible to obtain it in person, a mechanism will be provided so that the student can obtain it in PDF format.

3. Teaching methodology

The two written tests will be maintained (one in the middle of the course and the other on the date of the final exam) and the requirement to carry out the interview whose guidelines could be modified in case the student cannot do it in person.

The part of the exercise will be reconsidered according to the situation and may become individual instead of common to all students, as planned if all of them are in the classroom.

Therefore there will be theoretical-practical face-to-face classes + BBC video conference.

The virtual classroom/e-mail will be used for the correction of individual exercises in case they are proposed.

4. Evaluation

The four evaluation criteria announced in the teaching guide will be maintained.

5. Bibliography

No changes with respect to the proposal in the guide.

II.- NON-ATTENDANCE TEACHING MODALITY

1. Contents

The same contents will be maintained.

2. Workload and time planning of teaching

Instead of alternating theoretical and practical activities in each class, this rhythm will be changed to



complete sessions of theoretical character that will give way to those of practical character and in which the students will present or will see corrected in a collective way the exercises that are proposed.

In the case that the student cannot access Reprografía at the beginning of the course to obtain the dossier of the subject in which the exercises and activities to be carried out appear, a mechanism will be provided so that the student can obtain it in PDF format.

3. Teaching methodology

The two written tests will be maintained (one in the middle of the course and another one on the date of the final exam) and the requirement to carry out the interview whose guidelines could be modified in case the student cannot do it personally.

The part of unforeseen exercises will be cancelled.

Therefore there will be classes by BBC video conference

The virtual classroom/e-mail will be used for the correction of individual exercises in case they are proposed.

4. Evaluation

As this part is not evaluated (15% of the value of the course), the remaining three parts will increase their score by five percent each. The interview will go from 15% to 20%, the first exercise from 20% to 25% and the final exam from 50% to 55%.

5. Bibliography

No changes with respect to the proposal of the guide.

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