

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

<b>Code</b>	36645
<b>Name</b>	Fundamentals of journalism and communication techniques
<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. year</b>	<b>Period</b>
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	1	First term

**Subject-matter**

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

**Coordination**

<b>Name</b>	<b>Department</b>
MERCADO SAEZ, MARIA TERESA	340 - Language Theory and Communication Sciences

**SUMMARY**

The aim of the course is to ensure that students learn and apply the theoretical foundations of journalism by reading, listening to or watching journalistic content, documentaries or fiction for analysis and discussion in class. The student approaches the study of the basic elements of journalism starting from current affairs and the types of events on which the journalistic story is built. Secondly, they learn about professional cultures and roles from a theoretical perspective and then go on to review the different ways of practising journalism: reporters, specialists, correspondents and special envoys, among others. Individual work includes the reading of two books written by journalists or related to the practice of journalism, while group work consists of the public presentation and writing of an academic study on the ethical principles and deontology of the profession.



## 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 previous knowledge is necessary.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

- Recall the basic theoretical foundations of journalism as an introduction to the degree.
- Synthesise academic work and present it in public with competence.
- Identify techniques for written communication adapted to the corresponding subject or journalistic genre.
- Identify oral communication techniques through voice control and body language.
- Apply economy of language and synthesis skills.



## DESCRIPTION OF CONTENTS

1.

### 2. Journalistic culture and professional roles

- 2.1. The social function of journalism
- 2.2. Journalistic roles in the political sphere
- 2.3. Journalistic roles in everyday life

### 3. Self-regulation of the journalistic profession

- 3.1. Codes of ethics
- 3.2. Editorial principles and style guides
- 3.3. Editorial statutes and informative councils.
- 3.4. Ombudsmen for the public

### 4. The practice of journalism

- 4.1. Generalists and specialists
- 4.2. Correspondents and special envoys
- 4.3. Digital profiles
- 4.4. The organization of journalists

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	20,00	0
Study and independent work	40,00	0
Readings supplementary material	30,00	0
<b>TOTAL</b>	<b>150,00</b>	

## TEACHING METHODOLOGY

MD1 - Theoretical classes (lectures or expository classes with student presentation)

MD2 - Practical classes



MD3 - Debate classes

MD5 - Seminars and workshops MD8 - Individual self-study and independent work

MD9 - Group self-study and group work

## EVALUATION

### 1st sitting:

- Examination of theoretical contents: 50%.
- Evaluation of participation in class debates and workshops: 10%.
- Evaluation of individual work: 20% (reading control).
- Assessment of group work and presentation: 20%.

In order for the 4 evaluation elements to add up, the final theory exam must be passed with a 5 out of 10.

If the theoretical part is not passed, the marks obtained during the course (workshops, readings and group work) will be kept until the second sitting.

In case of not participating in class debates and workshops, it is possible to take an exam on the contents worked on (text dossier and audiovisual documents): 10%.

### 2nd sitting:

- Examination on theoretical contents and on the contents worked on in class in case of not having done them (dossier of texts and audiovisual documents): 50% + 10%.

- Examination on the readings: 20%.

- Directed individual work: 20% (those who have not passed the group work must do it individually for the second exam. It must be handed in on the day of the exam).

### 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

- En el aula virtual se pondrá a disposición de los estudiantes contenidos periodísticos, artículos académicos y otros materiales de consulta actualizados.
- AZNAR, H. (2005). Comunicación responsable. Deontología y autorregulación de los medios. Barcelona: Ariel.
- FONTCUBERTA, M. (1993). La noticia: pistas para percibir el mundo. Barcelona: Paidós.
- GOMIS, L. (1997). Teoría del periodismo. Barcelona: Paidós.
- KOVACH, B. y ROSENSTIEL, T. (2003). Los elementos del periodismo. Madrid: Ediciones El País.
- HANISTZSCH, T. y VOS, T. (2018). Journalism beyond democracy: A new look into journalistic roles in political and everyday life. Journalism, 19(2), 146-164.
- RANDALL, D. (2008). El periodista universal. Madrid: Ediciones siglo XXI (2ª edición).

### Additional

- AZNAR, H. (2005). Pautas éticas para la comunicación social. Valencia: Universidad CEU Cardenal Herrera.
- BOCZKOWAKI, P. J. y ANDERSON, C.W. (2017). Remaking the news. Essays on the future of Journalism in the Digital Age. London: The MIT Press.
- BORRAT, H. y FONTCUBERTA, M. (2006). Periódicos, sistemas complejos, narradores en interacción. Buenos Aires: La Crujía.
- DIEZHANDINO, P. (Coord.) (2012): El periodista en la encrucijada. Madrid: Ariel-Fundación Telefónica.
- FERNÁNDEZ DEL MORAL, J. (Coord.) (2004). Periodismo especializado. Madrid: Ariel.
- GRIJELMO, A. (2014). El estilo del periodista. Madrid: Taurus.
- HUMANES, M.L. (2003). Evolución de roles y actitudes. Cultura y modelos profesionales del periodismo. Revista Telos, 54, pp. 1-11.
- KAPUSCINSKI, R. (2006). Los cínicos no sirven para este oficio (2ª edición). Barcelona: Anagrama.
- MELLADO, C. (2015). Professional Roles in News Content. Journalism Studies, 16 (4), pp. 596-614.
- PÉREZ FUENTES, J.C. (2004): Ética periodística. Principios, códigos deontológicos y normas complementarias. Leioa: UPV/EHU.





- RUSBRIDGER, A. (2018). Breaking News. The Remaking pf Journalism and why it matters now. Nueva York: Farrar, Strauss y Giroux.
- QUESADA (2012). Curso de periodismo especializado. Síntesis
- RODRIGO ALSINA, M. (1989). La construcción de la noticia. Barcelona: Paidós.
- SCHECHTER, D. (2004). Las noticias en tiempos de guerra. Barcelona: Paidós.
- TULLOCH, D. (2004). Corresponsales en el extranjero: mito y realidad. Pamplona: Eunsa.