

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

Code	36657
Name	Work placement II
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	4	Annual

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	11 - Optatividad	Optional
1334 - Degree in Journalism	12 - Prácticas externas II	External Practice

Coordination

Name	Department
BORDERIA ORTIZ, ENRIQUE	340 - Language Theory and Communication Sciences

SUMMARY**English version is not available**

Las Prácticas Externas Optativas pueden cursarse largo del curso, ya que se pueden hacer tanto al primero como el segundo cuatrimestre. Las áreas de actuación profesional definen los perfiles de los estudiantes a las prácticas en empresas:

- Redactor, presentador, reportero, director, etc., De cualquier mediados de comunicación o apoyo mediático, como la prensa, la radio, la televisión o las plataformas digitales.
- Dirección y ejecución a gabinetes de comunicación o de prensa, tanto en el ámbito de la empresa privada como de instituciones públicas, con carácter general o particular.
- Redacción y trabajos de edición a empresas de creación de productos informativos y culturales, mediante todo tipo de medios y / o soportes.



- Ideación, planificación y redacción de páginas webs en sistemas on-line.
- Gestión y asesoría cultural-comunicativa en instituciones públicas o empresas privadas.
- Ideación y guionización de producciones documentales, programas audiovisuales, campañas divulgativas y campañas de intermediación.
- Investigación aplicada y prospectiva en el campo de la comunicación oa empresas de sondeos y de medición de audiencias

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Haber cursado y aprobado los créditos pertinentes exigidos, 120 ects.

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 must have developed the learning skills needed to undertake further study with a high degree of autonomy.
- 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 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 recover, organize, analyse and process information and communication with the purpose of private or collective uses through various media and supports or in the creation of productions of any kind.
- 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 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).
- Students must be able to perform the main journalistic tasks, develop them within thematic areas, and apply them to journalistic procedures.
- Students must be able to design both formal and aesthetic aspects in written, graphic, audiovisual and digital media, as well as the use of computer techniques for the representation of facts and data through infographic systems.

LEARNING OUTCOMES

English version is not available

WORKLOAD

ACTIVITY	Hours	% To be attended
Classroom practices	45,00	100
Internship	112,50	0
TOTAL	157,50	

TEACHING METHODOLOGY

English version is not available

EVALUATION

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