

25331 - Press communication project

Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	9.0
Year	3
Semester	Second Four-month period
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning tasks

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Syllabus

Unit 0: Introduction: Overview of the magazine and supplement market in Spain.

Unit 1. The interview in the non-daily press

Unit 2. The report in the non-daily press

Unit 3. The news and journalistic narration

Unit 4. The biographical sketch.

Unit 5. The feature in magazines and supplements

Unit 6. Introduction to opinion texts in journalism

5.4.Course planning and calendar

See the academic calendar of the University of Zaragoza (<http://academico.unizar.es/calendario-academico/calendario>) and the website of the Faculty of Philosophy and Arts (*Schedule of classes* : <https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases>; Examination schedule: <https://fyl.unizar.es/calendario-de-examenes#overlay-context=>)

More information will be provided on the first day of class.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Redacción para periodistas : informar e interpretar / Juan Cantavella y José Francisco Serrano (coords.) ; fundamentación por Luis Núñez Ladevéze Barcelona : Ariel, 2004