

25333 - Digital Communication and Information

Información del Plan Docente

Academic Year	2017/18
Faculty / School	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Year	4
Semester	First 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

- * How and why media convergence has transformed the media and the role that journalists play in this change.
- * The principles of digital communication and the construction of communicative and informative parameters that are consistent with network society.
- * The industrial and business sector of the media regarding network and digital society.
- * Proactive audiences, their new profiles, online communities, social prestige and social media.
- * From analogue and traditional writing to integrated, digital writing.
- * Publication and dissemination under constant construction and exchange of informative stories.

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] Cobo, Silvia. Internet para periodistas : ?kit? de supervivencia para la era digital / Silvia Cobo . 1ª ed. en lengua castellana Barcelona : Editorial UOC, 2012
- [BB] Manovich, Lev.. El lenguaje de los nuevos medios de comunicación : la imagen en la era digital / Lev Manovich. Barcelona [etc.] : Paidós Ibérica, 2005
- [BB] Marta-Lazo, Carmen. Comunicación digital : un modelo basado en el Factor R- Elacional / Carmen Marta-Lazo, José Antonio Gabelas ; prólogo de Sara Osuna Acedo . - 1ª ed. en lengua castellana Barcelona : UOC, 2016
- [BB] Pavlik, John V.. El periodismo y los nuevos medios de comunicación / John Pavlik Barcelona : Paidós, D.L.

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- [BB] Porto, Denis. Periodismo transmedia : reflexiones y técnicas para el ciberperiodista desde los laboratorios de medios interactivos / Denis Porto, Jesús Flores . Madrid : Fragua, 2012
- [BB] Ryan, Marie-Laure. La narración como realidad virtual : la inmersión y la interactividad en la literatura y en los medios electrónicos / Marie-Laure Ryan ; [traducción de María Fernández Soto]. Barcelona : Paidós Ibérica, 2004