25331 - Press communication project

Syllabus Information

Academic Year: 2020/21
Subject: 25331 - Press communication project
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.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:
- Lectures.
- Practice sessions.
- Autonomous work and study.
- Assessment tasks.

4.3.Syllabus

The course will address the following topics:
- Topic 0: Introduction: Overview of the magazine and supplement market in Spain.
- Topic 1. The interview in the non-daily press
- Topic 2. The report in the non-daily press
- Topic 3. The news and journalistic narration

- Topic 4. The biographical sketch.
- Topic 5. The feature in magazines and supplements
- Topic 6. Introduction to opinion texts in journalism

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Facultad de Filosofia y Letras website https://fyl.unizar.es/

4.5.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