

25331 - Press communication project

Syllabus Information

Academic year: 2023/24

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

The goal of the Press Communication Project is twofold: on the one hand, the student must master the main journalistic genres and all that this implies: research of documentation, information sources, verification of the information provided by them and, finally, writing the body and headlines; on the other hand, he/she must assemble all the writing work into a coherent and attractive printed journalistic product. In addition, the subject pursues the following Sustainable Development Goals:

Goal 4: Quality Education.

Goal 5: Gender Equality.

Goal 10: Reduction of Inequalities

Goal 16: Peace, Justice and Strong institutions

Goal 17: Alliances to Achieve goals.

2. Learning results

The learning results derive directly from the acquisition of the following competencies:

- Understand a knowledge base of the planning, design, development stages and realization of a project informative in press, with indicators: Apply knowledge to the analysis and development of press projects.
- Understand, manage and apply formal knowledge and technical processes (design and editing) to the realization of a press product, with indicators: Apply the knowledge to the elaboration and design of a product of press. Apply knowledge to the selection and evaluation of sources, writing and editing of a pressproduct.
- Ability to foster egalitarian awareness about individuals and peoples, respect international human rights , with indicators: Determine the values of respect for human rights in press reportsand in reference situations.
- Adopt a favorable attitude towards respect for fundamental individual and collective values, with indicators:

Determine the values of respect for human rights in press reports.

- Show capacity for teamwork that facilitates the development of knowledge with cultural exchange critical and responsible, with indicators: Show collaborative skills.

3. Syllabus

- Interviews in the non-daily press
- Reporting in the non-daily press
- News and journalistic narrative
- The semblance
- The chronicle in magazines and supplements
- The opinion column

4. Academic activities

Expository classes: Sessions in which the theoretical and practical foundations of journalism and its genres are studied in depth.

Analysis and resolution of cases: Contemporary and classic journalistic texts are analyzed: from the quantity and quality of the sources used, their verification process and the rhetorical strategies employed, among other aspects. Likewise, presents practical cases and problems that the student has to solve individually or in groups in the classroom.

Study, planning and analysis of a project. Realization of the project

5. Assessment system

First Call

Continuous assessment

Written by:

1. Conversational interview: 15%.
2. Personality interview: 20%.
3. Great report: 35%.
4. Chronicle: 15%.
5. Opinion column: 10%
6. Presentation and defense of the final project: 5%.

Assessment criteria: Clear and correct wording. Variety and quality of sources. Creativity. Richness of expressive resources . Coherence of contents.

Global assessment

Presentation of a coherent and viable journalistic product that includes all the journalistic genres covered in the subject (the units are available in the ADD), as well as the writing of a project of about 3,000 words in which a detailed analysis of the editorial market of reference is made as well as a justification of the interest of the publication and its editorial philosophy. The journalistic product represents 85 percent of the story and the project, the remaining 15 percent. The publication should contain the following types of text: two interviews (conversational and personality); a major report; a chronicle and an opinion column. Assessment criteria: Clear and correct wording. Variety and quality of the sources. Creativity. Richness of expressive resources. Coherence of contents.

Second Call

Global evaluation test identical to the first one.