

25333 - Digital Communication and Information

Syllabus Information

Academic year: 2023/24

Subject: 25333 - Digital Communication and Information

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

The goal of the subject is for students to apply the knowledge acquired throughout the degree to the digital context and to discover how the digital environment conditions both the formal, technical and content development of informative pieces as well as the profession of journalist and the operation of news companies. It deals equally with the digital editions of the media and strictly digital media.

The approaches and goals of the subject are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results will contribute to some extent to the achievement of goals 4, 5, 10, 16 and 17.

2. Learning results

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

- Understand, manage and apply a knowledge support of the digital media and its modalities, of the peculiarities of the traditional genres in cyberjournalism and of the new forms of expression and communication, with indicators: Apply the ability to observe and analyze new news products to the interpretation of the differences between digital news products and printmedia products.
- To understand, manage and apply formal knowledge and technical processes to the creation of informative pieces in digital support, with indicators. Apply the knowledge to the formal, technical and contentelaboration of informative pieces in digital support.

3. Syllabus

1. Digital transformation of information and media.
2. Principles of digital communication. The language of the web and social networks.
3. The media industry and business sector in the digital society.
4. From analog and traditional newsroom to integrated and digital newsroom.
5. Journalist's digital reputation and personal brand building.
6. The development of digital content.
7. Proactive audiences, new profiles, online communities, social prestige and social networks.
8. The publication and dissemination in constant construction and exchange of the information story.

4. Academic activities

Expository-participative classes.

Analysis and resolution of cases.

Elaboration of digital documents that allow students to analyze the reality studied and reflect on it from a critical point of view.

Seminar on personal branding and digital identity.

Individual work based on project-oriented learning.

Master classes by experts in one of the fields of activity analyzed.

Assessment tests.

5. Assessment system

First Call.

Continuous Assessment

Test 1. Creation of a professional personal brand that combines on-off line journalistic work. Value: 40% Criteria for valuation: ability to use the digital environment as a source of professional information, work tool and tool for dissemination and viralization of their own content; ability to establish a personal strategy from the analysis, focused on objectives and focused on professional reputation; and application of the principles of digital communication and journalistic rigor.

Test 2. Analysis of cybermedia. Value: 20%. Assessment criteria: ability to analyze digital content from the principles of digital communication and journalistic rigor.

Test 3. Theoretical test. Value: 40 %. Criteria: ability to understand and master the principles of digital communication , writing and case analysis. Duration 2 hours.

Tests will only be averaged if a 5 or higher is obtained on the third test.

Global assessment

Written test on the theoretical and practical contents of the subject. Assessment criteria: ability to understand and master the principles of digital communication, writing and case analysis. Duration 2 hours.

Second Call

Global evaluation test identical to the first one.