

25339 - Specialised Communication Projects: Specialised Supplement/Magazine

Syllabus Information

Academic year: 2023/24

Subject: 25339 - Specialised Communication Projects: Specialised Supplement/Magazine

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 9.0

Year: 4

Semester: Second Four-month period

Subject type: Compulsory

Module:

1. General information

This practical subject follows the Workshop format. It consists of functioning as the editorial office of a cultural supplement or magazine.

We have chosen a cultural magazine because it allows for the practice of all journalistic genres, and reinforces the argumentative capacity of the interpretation and opinion genres. Each member of the editorial staff will acquire a role within the itself. Everyone will have to write articles of all kinds and learn how to review and edit the work of their peers. The rotation of the members of the editorial staff, as well as their functions, guarantees the multipurpose acquisition of the profile of the current journalist, who must adapt to different media, supports and formats.

The following SDGs are addressed:

Goal 4: Quality Education.

Goal 5: Gender Equality.

Goal 10: Reduction of Inequalities

Goal 11: Making cities inclusive

Goal 16: Peace, Justice and Strong Institutions

Goal 17: Alliances to Achieve Objectives.

2. Learning results

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

- Comprehend a knowledge base of the planning, design, development stages and realisation of an information project in supplements and specialised press magazines, with indicators: apply the knowledge to the analysis and planning of specialised press projects.
- Understand, manage and apply formal knowledge and technical processes (design and editing) to the production of a specialised press product, with indicators: apply knowledge to the design of a specialised press product; apply knowledge to the selection and evaluation of sources, writing and editing of a specialised press product.
- Ability to promote egalitarian awareness of individuals and peoples, respect for international human rights, with indicators with indicators: determine the values of respect for human rights in press reports and 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 a critical and responsible cultural exchange with indicators: show collaborative skills.

3. Syllabus

Culture and Journalism

Specialized journalism, cultural journalism: production, circulation and consumption

Characteristics and frameworks for action: cultural supplements, magazines, and blogs

Cultural criticism and essays

Literary journalism, narrative journalism or chronicle: media and formats

Profile and semblance

Article and column writing

4. Academic activities

Expository Classes

Sessions on the knowledge and genres that appear in the program of the subject.

Classes for the realization of the project

Practical sessions: writing workshop where articles are elaborated and the magazine is produced. The students are in charge of: filling the various editorial positions; finding out weekly the relevant cultural news of Zaragoza and Aragon; covering events through chronicles, making reports, articles/columns, reviews/articles/cultural essays, choosing the images, revising each text and editing them.

Seminars

Experts are invited to complete and enrich the vision of the creation of a magazine. We will have the presence of external collaborators.

5. Assessment system

First Call

Continuous assessment

Two aspects are evaluated:

1. The student's role within the journal's editorial staff (20%)

1.1 Revision, proofreading and editing of articles (10%)

1.2 Tasks of selection, search of materials and elaboration of articles (10%).

Assessment criteria: their competence to work in a team, their ability to search for information, their skills to obtain sources and data, to select or identify topics of interest, their competence to write, design various texts and formats are assessed.

2. The student performs 3 specific individual internships (80%)

2.1 Cultural Criticism or critical essay (30%)

2.2 Chronicle, report or profile (30%)

2.3 Opinion article or column (20%)

Assessment criteria: the relevance of the chosen topic, the correct writing and expression, the adequacy of the work to the parameters of the specific journalistic genre, the capacity of analysis and its contribution to the cultural environment.

Global assessment

The student creates a complete issue of a cultural supplement or magazine with its sections, editorial line, and containing three central articles: a cultural review or essay, a chronicle or profile and an article or column (100%).

Criteria: the organization and design of the supplement as a whole will be evaluated. And for the three articles: the relevance of the units, the correct wording and expression, the adequacy to the parameters of the specific journalistic genre, the capacity of analysis and its contribution to the cultural environment.

Second Call

Global evaluation test identical to the first one.