

## 25352 - Practicum

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 25352 - Practicum

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 272 - Degree in Journalism

**ECTS:** 6.0

**Year:**

**Semester:** Second Four-month period

**Subject type:** Optional

**Module:**

### 1. General information

The main goal of the subject is that the student has his first contact with the professional world in the media communication or in the communication department of companies or institutions. The internship period will serve to show and develop the skills acquired throughout the degree, knowing how to apply them to a professional environment. The requirement to be able to enroll is to have passed 90 credits of the degree.

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 competence: to put into practice acquired knowledge and skills and contrast them with the professional activity in a real environment, so as to consolidate and acquire information and communication strategies and routines typical of the professional activity.

### 3. Syllabus

1. Structures of contemporary political communication.
2. Role of the media and technologies in the construction of political discourse.
3. Electoral communication formats and potential impact on citizens.
4. Relationship and conditioning processes of journalists and the media with respect to political actors and institutions.

### 4. Academic activities

Internship in the media, company or information institution, where the student puts into practice for 150 hours the theoretical knowledge acquired throughout the degree hours the theoretical knowledge acquired throughout the degree program.

Elaboration of informative pieces.

Elaboration of internship report.

### 5. Assessment system

#### First Call.

Delivery of an academic report of the internship and a selection of five pieces elaborated during the internship, showing the extent and quality of the work developed.

The report should include the following information: a brief description of the company, details of the tasks carried out, resources available to carry out the tasks, description of facilities, opportunities and difficulties encountered, problems encountered during the placement and how they were (or were not) solved, relations with bosses and colleagues, assessment of the suitability and coherence of the knowledge acquired in the degree with that needed during the placement period, personal appraisal of the experience and suggestions for improving the Bachelor's Degree in Journalism. Length: between 8 and 10 pages, spaced at 1.5, Arial or Times New Roman 12 point font.

The report is a university academic text, which requires coherence, cohesion, clarity of exposition, etc.; but as it is also a life story, the content is personal, subjective, so if it is considered that an anecdote can illustrate some aspect of the practices, it has to be included.

Qualification: memory 50%, parts 20%, qualification by the company 30%.

#### Second Call

Global evaluation test identical to the first one.