

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	COMMUNICATION TECHNIQUES FOR SPECIAL EVENTS		
Type:	Compulsory	ECTS credits:	3
Year:	4	Code:	1748
Teaching period:	Eighth semester		
Area:	Communication Techniques		
Module:	Organisation and Production of Reporting		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

## SUBJECT DESCRIPTION

Oral and written Communication Techniques in special multicultural environments.

## SKILLS

### Basic / general / cross skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

To acquire the knowledge to be able to work as web manager and content editor.

To develop the ability to perform informative tasks as a freelancer and in self-employment schemes.

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought, to be able to understand reality and convey it using the media.

To be able to engage public opinion concerning cultural and informative diversity through rigorous discourse.

To develop the ability to act as the leader of institutional communication or communication management in an organisation.

### Specific skills

To give presentations of research and projects publicly or through any media platform.

To be familiar with the structure of the media and its main formats in terms of an expression of lifestyles and cultures and how they fit in with social contexts and changes.

To gain an understanding of the main debates and media events arising from the world today, how they come about and are disseminated, based on the communication strategies and the various interests linked to them.

To gain an understanding of the structure, operation and management of a communications company.

To acquire the ability to join and adapt to a working team, aligning one's interests with those of the joint project.

To plan an event from a communicative standpoint.

To perform and plan internal communications within an organisation or institution.

To exercise and plan the international relations of an organisation or institution.

### DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
30 hours	45 hours