

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Scope	Journalism, Communication, Advertising and Public Relations		
Faculty/School:	Communication Sciences		
Course:	WORK PLACEMENTS		
Type:	Curricular Internships	ECTS credits:	6
Year:	4	Code:	3047
Teaching period:	Eighth semester		
Subject:	External Practices		
Module:	Final Degree Project and External Internship		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

Carrying out internships in communication companies in order to learn about the different responsibilities that derive from the journalistic profession.

The External Practices course addresses the most practical aspect of undergraduate studies, incorporating students into the real world of different companies in the Media and Audiovisual Communication sectors. The student performs internships related to the contents of their degree in communication media previously agreed and known by the university through an agreement. Traineeships are assisted by a tutor who also performs the subsequent evaluation of the traineeships.

Students will be fully integrated into work teams from different companies, being able to observe and learn directly

the working procedures that are followed in the real world, and thus complementing the theoretical knowledge learned through the different subjects that make up the Degree.

For a correct monitoring of the development of their learning, students will have the collaboration of two tutors, one within the company where they carry out their internships that will evaluate the development of the activity in the company and the other at the University, the professor in charge of the subject.

The student will write an explanatory report in which they reflect on the characteristics of the department and the company in which they worked, their relationship with the sector, daily work routines and the assessment of what they have learned.

## GOAL

Introduce the student to the professional environment through internships in the media. Exercise the knowledge and skills developed during the first three years of the degree.

The specific aims of the subject are:

Students will generally develop skills related to:

Technical capacity.

Learning ability.

Job management.

Oral and written communication skills.

Sense of responsibility.

Easy to adapt.

Creativity and initiative.

Personal involvement.

Motivation.

Receptivity to criticism.

Punctuality.

Relationships with your work environment.

Ability to work in a team.

Creativity.

## PRIOR KNOWLEDGE

The grade's own.

## COURSE SYLLABUS

There is no agenda as such. Most of the documentation can be found on the University's website in the Department of Practices and Employment section and in the Canvas course of the subject.

## EDUCATION ACTIVITIES

- Request for an internship.
- Carrying out internships with compliance with requirements.
- Delivery of the evaluation questionnaire to the company.
- Presentation to the tutor of the materials for the evaluation (Practice Report)
- Evaluation and internal organization of the course.

1. Application for internships: The student applies for internships in the Department of Internships and Employment through the Internship Portal and is submitted to the selection processes. If the company where the internship is carried out does not have an agreement with the university, it must contact and sign with the Department of Internships and Employment. If the student wants to do the internship as a freelancer or through their own company, they must contact their tutor to define a process.

2. Carrying out the internships: Once the internships have been selected, it is important to keep in mind that their purpose is to enrich the degree and that the student's work must enrich the company in which they are located. From the correct execution of the internships, many benefits can be derived for evaluation, work and personal.

The internship will begin after the signing of the Annex to the contract with the company in the Department of Practices and Employment.

In case of doubt or difficult to calculate the hours, you should consult the Internship Tutor.

The internships must be carried out throughout the corresponding academic year (4th Year).

3. Delivery of the questionnaire: The Evaluation Questionnaire will be sent to the person responsible for the company's practices to complete it. This questionnaire must be in the possession of the internship teacher on the day indicated in the exam schedule in order to evaluate the subject.

4. Delivery to the tutor of the report and the questionnaire on the exam date set by the academic coordinator. The practice report will be prepared by the student according to the criteria established in the Teaching Guide and

published in the Virtual Classroom of the subject.

5. Evaluation and internal organization of the subject: it is necessary to be enrolled in the course at Canvasl. The student will be able to find all the necessary information in this course.

## DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
4 Horas	146 Horas

## SKILLS

### Basic 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 be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good, using audio-visual media.

To be able to programme the content of a radio or television channel, and to programme the content of a multimedia environment, having the capacity to direct the programming of channels and audio-visual media.

To found and develop an attitude of intellectual curiosity and a quest for the truth in all areas of life for the benefit of society to allow the profession to be conducted in a more rigorous manner and with intellectual bases.

## General Skills

To be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good, using audio-visual media.

To be able to programme the content of a radio or television channel, and to programme the content of a multimedia environment, having the capacity to direct the programming of channels and audio-visual media.

To found and develop an attitude of intellectual curiosity and a quest for the truth in all areas of life for the benefit of society to allow the profession to be conducted in a more rigorous manner and with intellectual bases.

## Specific skills

To implement the exercise and activity of developing audiovisual products in a company in the audiovisual or multimedia sector, through the compulsory internships of the Degree.

## LEARNING RESULTS

Put the student in contact with the company in the last year of their career.

Facilitate the application of their knowledge in real situations under the supervision of active professionals.

Deepen the aspects concerning the student's self-discipline in their relationship with the company.

Define the student's area of interest, specifying the orientation of their professional future. Know other areas of interest.

Provide students with a real professional experience and encourage them to reflect on it.

## LEARNING APPRAISAL SYSTEM

The evaluation of the subject is carried out with the evaluation of the practices carried out by the company (Evaluation Questionnaire) and with the Practice Report carried out by the student. Active assistance and participation in the institutions assigned for internships: 70% Delivery of the report of supervised practices: 30%

### 1. Evaluation questionnaire (70% of the grade)

The Evaluation Questionnaire will be completed by the company's tutor through the Internship portal. This questionnaire must be in the possession of the internship teacher on the day indicated in the exam schedule in order to evaluate the subject. The questionnaire consists of 8 evaluation parameters and a final general assessment of the internship period carried out:

Technical capacity  
Learning ability  
Adaptability  
Work organization and planning  
Proactivity  
Oral and written communication skills  
Teamwork  
Trust and Responsibility

### 2. Practice Report (30% of the grade)

The rest of your grade will be obtained from the evaluation that the internship teacher makes of the Practice Report that the student must submit together with the evaluation questionnaire. Attendance at Tutorials and participation in the different employment-related activities promoted by the Department of Practices and Employment will also be positively evaluated.

The report to be completed by the trainee student, after completing their stay at the collaborating entity, will include at least the following points:

- A. Identifying Data.
- B. Specific and detailed description of the tasks carried out, work carried out, indicating if they have been the same throughout the internship period or if they have been modified and in what way, as well as departments of the entity to which it has been assigned.
- C. Briefly explain if the internships carried out are related to your university studies.
- D. Explain if you had any incidents during your stay at the collaborating entity and what procedure you followed for their resolution.
- E. Identification of the contributions that, in terms of learning, practices have made. To do this, it is necessary to evaluate the competencies learned by indicating the degree of learning corresponding to each of them (with 1 being the lowest grade and 6 being the highest grade)

Technical capacity  
Learning ability  
Job Management  
Oral and written communication skills  
Sense of responsibility  
Easy to adapt  
Personal Involvement Initiative  
Motivation  
Receptivity to criticism  
Timeliness Relationships with your work environment  
Teamwork capacity Creativity

#### F. Evaluation of practices and suggestions for improvement.

The evaluation of the memory will be carried out taking into account the development of the points listed above, the correct presentation, the use of the appropriate spelling and the clarity of presentation. You can include the Annexes that the student deems necessary.

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations.

## ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

- a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
- b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
- c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website([https://www.ufv.es/gestion-de-la-informacion\\_biblioteca/](https://www.ufv.es/gestion-de-la-informacion_biblioteca/)).
- d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

## BIBLIOGRAPHY AND OTHER RESOURCES

### Basic

Not applicable,