

Teaching guide

IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	TREATMENT OF INFORMATION AND MANAGEMENT IN THE SOCIAL NETWORKS		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	3267
Teaching period:	Seventh semester		
Area:	Journalistic Reporting and Digital Communication (Design)		
Module:	Communication Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La asignatura se enmarca dentro del bloque de redacción del Grado de Periodismo. Si en primero el alumno se centraba en el género informativo (noticia) y en segundo y tercero en el interpretativo (reportaje y crónica) en el último curso del grado se procederá a un estudio profundo del último género, el de opinión. A lo largo de la asignatura se profundizará en el estudio y redacción de las diferentes piezas existentes en el género de opinión: editorial, columna, artículo de fondo y crítica. Además, la asignatura conlleva un estudio transversal del tratamiento informativo que realizan los medios de las diferentes noticias de actualidad. Se prestará atención fundamentalmente a las piezas de género de opinión y al modo en el que cada medio explica y argumenta la noticia, así como al uso de las fuentes empleadas. En un momento en el que los bulos, las noticias falsas y la desinformación han empezado a preocupar a académicos y medios, se ayuda a los estudiantes a identificar signos de alerta en contenido confuso y a llevar a cabo una comunicación digital profesional, prudente y fiable, ganando una seguridad que les permitirá desarrollar mejor su tarea, ya se desempeñe esta en una redacción o un gabinete

de prensa.

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

General Skills

To discover, evaluate and compare the various answers regarding existential questions concerning the individual and the community with one's own perspective.

To develop the ability to carry out informative duties as a director or press editor in any traditional or electronic media format, either as a freelancer, employee or through self-employment schemes.

To develop the ability to act as the leader of institutional communication, as the leader of communication management in an organisation or as a website manager, content editor or communication consultant.

Specific skills

To master and develop the practice of journalism in multimedia environments and the Internet.

To acquire the ability to use specific informative techniques and tools, applied to processes of informative or promotional production.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours