**IDENTIFICATION DETAILS**

- **Degree:** Journalism
- **Field of Knowledge:** Social and Legal Science
- **Faculty/School:** Communication Science
- **Course:**
  - **Type:** Optional
  - **ECTS credits:** 3
  - **Year:** 3
  - **Code:** 3280
  - **Teaching period:** Sixth semester
- **Area:** Creativity
- **Module:** Communication Skills
- **Teaching type:** Classroom-based
- **Language:** Spanish
- **Total number of student study hours:** 75

**SUBJECT DESCRIPTION**


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

**General Skills**

- To acquire the ability to consider and creatively respond to the essential questions as to the possible causes and consequences of human, social, political and economic events.
- To acquire the ability to discuss conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

**Specific skills**

- To gain an understanding of the theories and techniques of advertising, corporate communication and applied marketing to use them in the everyday practice of journalism.
- To master and develop the practice of journalism in multimedia environments and the Internet.

**DISTRIBUTION OF WORK TIME**

<table>
<thead>
<tr>
<th>CLASSROOM-BASED ACTIVITY</th>
<th>INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY</th>
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</thead>
<tbody>
<tr>
<td>30 hours</td>
<td>45 hours</td>
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