

Programme Specification

Bachelor in Journalism



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1. PROFESSIONAL COMPETENCES

1.1. General competences

- G1: Ability to analyse and synthesise.
- G2: Problem solving.
- G3: Ability to organise and plan.
- G4: Oral and written communication in the native language.
- G5: Use of Information Technologies.
- G6: Knowledge of a foreign language.
- G7: Teamwork.
- G8: Interpersonal skills.
- G9: Ethical commitment.
- G10: Ability to work in an international context.
- G11: Ability to apply knowledge.
- G12: Ability to generate new ideas (creativity).
- G13: Ability to undertake research.

1.2. Specific competences

- E1. Capacity and ability to fluently and effectively communicate orally and in writing in the native language; know how to exploit linguistic and literary resources that are most suitable to the different communications media.
- E2. Ability to read and analyse specialised texts and documents on any relevant topic and be able to summarise or adapt them using language or vocabulary appropriate to the lay person.
- E3. Capacity and ability to recover, organise, analyse and process information and communications for these to be disseminated, pursued or processed privately or collectively through different media and formats or in the creation of productions of one sort or another.
- E4. Capacity and ability to seek, choose and prioritise any source or document (written, sound file, visual, etc.) of use in the creation and processing of information; likewise in the pursuit of effective communication or fictionalisation and entertainment.
- E5. Basic ability to understand written or audiovisual news or communicative production in standard English.
- E6. Capacity and ability to communicate using the lexicon of each of the traditional communications media (press, photography, radio, television) in their modern combined format (multimedia) or the new digital media (internet), through hypertextuality.
- E7. Capacity and ability to express reasoned ideas, working from a basis of rhetoric and the contributions of the new argumentation theories, as well as the communications techniques applied to persuasion.

- E8. Capacity and ability to use the information and communications technologies and techniques in the various media or combined or interactive media systems (multimedia).
- E9. Capacity and ability to use the information systems and resources and their interactive applications.
- E10. Capacity and ability to discharge the primary journalism tasks.
- E11. Ability to experiment and innovate through knowledge and use of techniques and methods applied to quality improvement and self-evaluation processes; likewise the skills to learn independently, adapt to change and use creativity to overcome the daily grind.
- E12. Ability to conceptualise, plan and execute information or communications projects, undertaken according to topic areas - applying journalistic styles and procedures.
- E13. Understanding the mathematical information and operations conducted, some of which are in daily use in the communications media; capacity and ability to know how to correctly use information and statistics so they can be disseminated to and understood by the public-at-large.
- E14. Capacity and ability to design the formal and aesthetic features of written, graphic, audiovisual and digital media, as well as how to use IT techniques to present and broadcast facts and information through computer graphics systems.
- E15. Ability to work in an international context showing sensitivity towards diversity and multiculturalism.
- E16. Ability to know how to interpret and analyse the state of the world and its recent historical trends, as well as the political, economic and cultural parameters.
- E17. Ability to understand and analyse the social communicative situation in the Autonomous Region (structure, policies and working) in a Spanish, European or worldwide context.
- E18. Ability to work in the profession while respecting ethics, a professional code of conduct and the legal framework for news.
- E19. Ability to identify the structure, operations and the business structure of communications, as well as the link to the social context and changes therein.
- E20. Ability to generate and disseminate the main media debates and events arising from the current situation, in accordance with communications strategies and interests of all sorts.
- E21. Ability to join a group of professionals, ensuring a convergence between your own professional interests and those of the project which you have joined.
- E22. Ability to lead projects, manage them efficiently and assume the principles of social responsibility.
- E23. Awareness of the advertising, public relations and corporate communications theories, beginning with the application of creative thinking and using their various forms and activities.
- E24. Awareness of the historical evolution of modern journalistic traditions in Spain, Europe and internationally; likewise the theories, concepts and schools of thought studying them.

E25. Ability to define research areas that may contribute to awareness, advances and debates on information and communication; likewise how to suitably present the results of research in spoken, written, audiovisual or digital forms.

Optional Subject 1 Itinerary: Multimedia Journalism

E26. Ability to pursue the various journalistic tasks in an atmosphere of media convergence, through format integration and the incorporated production of communications content in a digital environment.

E27. Awareness and application of audiovisual editing techniques, web design and digital platforms as applied to any type of journalistic copy through any communications medium.

Optional Subject 2 Itinerary: Institutional Communications

E28. Ability to take charge of the communications area in a body or company, establishing the communications objectives, defining the target audience, devising the strategies, executing the communications plan and assessing impact on the audience.

E29. Ability to identify, manage and protect the organisation's intangible assets (image, reputation, etc.), at all times using the right message and strategy to achieve its objectives - whether through traditional media or in the digital sphere.

2. PROGRAMME STRUCTURE

| Subject | Type (CS/OB/OP) | Semester | ECTS Credits |
|---|--------------------|----------|--------------|
| First Year | | | |
| Modern World History | CS | I | 6 |
| Spanish & Communications | CS | I | 6 |
| Documentation | CS | I | 6 |
| Audiovisual Language | OB | I | 6 |
| Communication Theory | CS | I | 6 |
| English | OB | II | 6 |
| Advertising & PR: Principles | OB | II | 6 |
| Written Communication | OB | II | 6 |
| History of Communications | CS | II | 6 |
| Visual Culture | OB | II | 6 |
| | | | 60 |
| Second Year | | | |
| Civic Humanism | CS | III | 6 |
| Literature & Text Analysis | CS | III | 6 |
| Economics | CS | III | 6 |
| Design & Art Direction | OB | III | 6 |
| Journalistic Styles | OB | III | 6 |
| Sociology | CS | IV | 6 |
| Modern Political Systems | CS | IV | 6 |
| Inter-Cultural Communications | OB | IV | 6 |
| The Radio: Theory & Techniques | OB | IV | 6 |
| Journalism | OB | IV | 6 |
| | | | 60 |
| Third Year | | | |
| Ethics | OB | V | 6 |
| History of Spanish Journalism | OB | V | 6 |
| Multimedia: Graphic Design | OB | V | 6 |
| News Writing and Reporting | OB | V | 6 |
| Specialist Journalism I | OB | V | 6 |
| Business Communications | OB | VI | 6 |
| Social Research: Methods & Techniques | OB | VI | 6 |
| Cyberjournalism | OB | VI | 6 |
| Optional Subject Itinerary* | OP | VI | 12 |
| | | | 60 |
| Fourth Year | | | |
| Communications Law | OB | VII | 6 |
| Specialist Journalism II | OB | VII | 6 |
| Optional Subject Itinerary* | OP | VII | 12 |
| Work Placement | OB | Annual | 6 |
| End of Degree Project | OB | Annual | 9 |
| Journalistic Code of Conduct | OB | VIII | 3 |
| Optional Subject Itinerary* | OP | VIII | 6 |
| Photographic Techniques & Photojournalism | OB | VIII | 6 |
| Journalistic Writing & Digital Media | OB | VIII | 6 |
| | | | 60 |
| TOTAL | | | 240 |

Elective subjects:

| MODULE | SUBJECT | TYPE | SEMESTER | ECTS |
|--|--------------------------------------|-------------|-----------------|-------------|
| Module 6: Multimedia Journalism* 30 ECTS | Radio Presentation | OP | VIII | 3 |
| | Digital Editing | OP | VI | 6 |
| | Journalistic Output | OP | VI | 6 |
| | Web Design | OP | VII | 6 |
| | Television Presentation | OP | VIII | 3 |
| | News on the Radio & Television | OP | VII | 6 |
| Module 7: Institutional Communications* 30 ECTS | Corporate & Crisis Communications | OP | VI | 6 |
| | Strategic On-line Communications | OP | VIII | 3 |
| | Audiovisual Corporate Communications | OP | VIII | 3 |
| | Political & Electoral Communications | OP | VII | 6 |
| | Communications Office | OP | VII | 6 |
| | Public Opinion | OP | VI | 6 |

3. PROGRAMME CONTENTS

Year One

3.1. Modern World History

Credits: 6

Type: Basic

Contact hours: 75

Study hours: 75

Summary: Modern World History will examine the different situations occurring over the period running from the great revolutions of the 19th century through to the still simmering Arab Spring. The aim is to look in depth at the key factors and understand the long-term and wide-reaching evolutionary processes which created and determined geopolitical reality.

Learning outcomes:

After completing this subject, students will be able to:

- Correctly (both orally and in writing) present and show the results of work undertaken either individually or in a group.
- Apply and use the techniques, methods and historical research sources which allow events that have had a significant impact on the world of today to be correctly positioned in their time and space.
- Identify the first Constitutions as one of the major consequences of the Liberal Revolutions alongside the division of centres of power and the nearby countries who relied upon them as a result of the Industrial Revolution.
- Understand the evolution of the major geopolitical changes arising from the World Wars and the end of the Cold War, with the fall of the Soviet Bloc and its sphere of influence.
- Link the causes and effects of the main events of the 21st century.

3.2. Spanish & Communications

Credits: 6

Type: Basic

Contact hours: 74

Study hours: 76

Summary:

Every professional trained and immersed in the world of communications must be competent in expressive usage, rigorous in application and inquisitive about the possibilities offered by their own linguistic patterns for their discursive creations. This subject is extremely important within the study plan as it is a core subject. Its aim is for the student to reflect on language, acquire knowledge and be a refresher on the rules and usage, greater communication skills and an awareness of the extensive possibilities offered by the language code, given that it will assuredly be one of the main tools of their trade.

Learning outcomes:

After completing this subject, students will be able to:

- Be fully up-to-date with the rules of Spanish, with particular attention paid to spelling and grammar.
- Use sources of information, both printed and e-sources, on the Spanish of today.
- Understand the language as a basic communications code which, as such, has its own rules, components and tools for usage.
- Examine the grammar of the language more fully, so as to include pragmatic, textual-discourse and semiotic features.
- Reflect on what is right and suitable in terms of linguistic, expressive and communicative products.

3.3. Documentation

Credits: 6

Type: Basic

Contact hours: 78

Study hours: 72

Summary:

Documentation is a key learning area for the journalism student and professional and, in general, for the Communications area. Among the learning objectives are the identification of the format types and document sources for the work of the future professional in any of the areas. In addition, the basic tools, theories and practices are shown to document the professional production of content, with special focus on new information technologies. The intention is that the student also understands the importance of documents as a source of research in their professional sphere. Lastly, there is an intention for the communications professional to develop skills and abilities so as to approach work from a perspective of quality, rigour and accuracy.

The work method in this subject will allow students to apply the contents to their university training and in the pursuit of their academic tasks.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the importance of the evolution and history of documentation in the work of a communications professional.
- Write academic pieces using suitable theoretical and technical bases in documentation, which will contribute to their academic and professional training from a holistic perspective.
- Identify the documentation needs for a specific communications product, the type of document which will satisfy this need and the documentation unit where the document may be found.
- Find and carefully choose the necessary resources to document the professional production of content, always respecting ethical principles and the code of conduct of the communications professional.
- Compare the information to be used in the creation of journalistic content and academic tasks using suitable documentation techniques which contribute to the pursuit of the truth, quality and accuracy of the content.

3.4. Audiovisual Language

Credits: 6

Type: Compulsory

Contact hours: 94

Study hours: 56

Summary:

When talking about language, we mean the collection of symbols and articulations that enables mankind to express feelings and thoughts. However, when we talk about audiovisual language, image and sound interact as a part of an aesthetic whole which, through the recording techniques of cameras, captures reality. This latter is organised by the human eye through editing and, thus, communication is achieved through Audiovisual production. This subject intends the student acquire and become comfortable with the language that they will use professionally so as to create coherent, attractive and beautiful audiovisual discourses for their audience.

Learning outcomes:

After completing this subject, students will be able to:

- Know the basic components of audiovisual grammar and be able to interpret it critically.
- Use the main audiovisual technological tools at a simple level.
- Link theoretical concepts of audiovisual language together and apply them practically to short audiovisual tasks.
- Create coherent meaningful audiovisual discourse through the various audiovisual communications tools.
- Have initiative, be versatile and work in a team in an audiovisual context.

3.5. Communication Theory

Credits: 6

Type: Basic

Contact hours: 70

Study hours: 80

Summary:

This subject aims to introduce first year Journalism students to communications as an object of academic study, which will serve as a theoretical and conceptual basis for all other subjects which feature communications as background. The content of the subject will essentially touch on the definition of communications and on the purpose of the elements necessary when communications take place. Likewise, the different communications areas will be analysed, placing special emphasis on collective communications and the main theories regarding the effects of media on the public - such as the Spiral of Silence and Agenda Setting. This subject will be the student's first encounter with the reality that gives rise to the name of the Faculty, as well as an introduction to the organisation of the communications media and the working methods of the professionals in the sector.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the concept of communications, vital for correctly performing the professional role of the journalist.
- Discover the results of communications: overcoming individual differences and social integration of people.
- Identify the main contributions to the study of communications in the last few decades.
- Reflect on the intentionality and repercussions of the contents in the communications media.
- Acquire a useful theoretical framework to encompass the various linked subjects within the general area of communications.

3.6. English

Credits: 6

Type: Compulsory

Contact hours: 76

Study hours: 74

Summary:

The aim of this subject is to strengthen knowledge of English grammar and control of the four linguistic skills required to be at B2 level under the Common European Framework of Reference for Languages (CEFR). Reading and listening skills will be developed alongside oral and written expression to ensure the students reach the level required for communications training. Likewise, the sociolinguistic and practical features of English which have an impact on communications will be studied.

In addition, the intention is to expand vocabulary and increase socio-cultural knowledge of English-speaking countries. Special emphasis will be placed on the understanding and analysis of topical texts, dealing with matters including the environment, new technologies, health, sport, cinema, music, etc.

Learning outcomes:

After completing this subject, students will be able to:

- Study and analyse the main problems in English grammar and be able to measure formal/functional correctness at CEFR B2.
- Understand topical texts in English as a result of the future communicator acquiring the abilities and skills required to be a solid reader and listener at CEFR B2.
- Focus the English learning from an inter-linguistics angle, contrasting it with the native language.
- Interact with others in English and take part in debates and conversations of all sorts at CEFR B2 level.
- Clearly and fluently present descriptions and arguments in English, adapting the style to the CEFR B2 level communications context.

3.7. Advertising & PR: Principles

Credits: 6

Type: Compulsory

Contact hours: 72

Study hours: 78

Summary: This subject offers a general introductory overview of advertising, public relations and corporate and institutional communications. It introduces the techniques, processes, structures and work systems in the industry and in advertising communications and PR: organisational structures and advertiser/client relations, advertising and communications agencies, communications and advertising media, and the principles of persuasive advertising communications. This notwithstanding, an eye is cast over the historical side to contextualise the analysis of the remainder of the aforementioned items. Hence, the subject is intended to be an introduction to the contents of the specialisation that is institutional communications.

Learning outcomes:

After completing this subject, students will be able to:

- Recognise the specific traits that define Advertising and PR, i.e. persuasive communication techniques, as well as learning and applying the basic vocabulary to this professional area.
- Identify the changes in the two areas over the course of time.
- Know the different parties involved in the advertising and corporate communications structures and processes.
- Know the different stages which comprise the advertising creation process.
- Identify the different types of social recognition received by the advertising.

3.8. Written Communication

Credits: 6

Type: Compulsory

Contact hours: 64

Study hours: 86

Summary:

Firstly, Written Communication provides the student with the theoretical principles and the key elements to correctly write basic narrative copy, position papers and descriptions. The subject is intended to make the student reflect on the writing of these types of text, acquire deeper knowledge in this area, and be capable of applying this knowledge to their own writing in Spanish - their primary daily work tool in any part of the communications sector. Secondly, the subject provides the theoretical basis and practical development that will enable the student to correctly write journalistic copy, including the heading, lead, body, use of quotes and discursive news. The subject has a clear practical focus and emphasises correct use of Spanish in the texts mentioned. Thus, Written Communication is an especially useful subject for all areas in the world of communications. The content is established so the student can develop the basic competences of a communicator and a notable critical awareness of the writing process.

Learning outcomes:

After completing this subject, students will be able to:

- Write copy with corrections in style and according to the rules - particularly narrative and descriptions.
- Draft full journalistic copy, respecting the professional and ethical formulae.
- Incorporate quotes correctly into a text.
- Review and self-correct their own texts.
- Critically examine texts written by others.

3.9. History of Communications

Credits: 6

Type: Basic

Contact hours: 64

Study hours: 86

Summary:

The subject introduces First Year Journalism students to the phenomenon of social communications through historical developments in Europe and America. The starting point is the initial invention and development of the printing press in the 15th century as a decisive factor in the development of communications. Then, the communications phenomenon will be described and analysed through to the end of the 20th century, the time when the Internet and other digital media opened up the future. Special attention will be paid to the main forms in which public communications have become more specific in their evolution, expressed classically through Journalism, Propaganda, Advertising and Public Relations and Audiovisual Communications. The subject will make the most of the knowledge base gained by the students having studied World History.

Learning outcomes:

After completing this subject, students will be able to:

- Recognise the basic concepts and events characterising the history of communications.
- Identify the main individual and group players involved in the History of Social Communications, as well as the links between them.
- Identify and understand the current vision of Audiovisual Communications, Journalism, Propaganda, Advertising and Public Relations - accounting for origins and precedents.
- Understand the close link between social and political changes and the change in the area of communications from a critical perspective.
- Acquire a basic professional understanding.

3.10. Visual Culture

Credits: 6

Type: Compulsory

Contact hours: 72

Study hours: 76

Summary:

The Humanities and Social Science Centre at the CSIC considered the concept of 'visual culture' and defined it as a term that encompasses all cultural evidence expressed through imagery. These images are created and transformed so as to speak for themselves, i.e. to communicate through visual elements and a specific language. It is not an exclusively modern term, given that it encompasses more traditional artistic output (painting, engraving, etc.), but it was in the 20th century when creation accelerated exponentially as a result of the new formats (photography & cinema, amongst others). Therefore, the subject is focused on the visual output of the 20th and 21st centuries. Hence, it is a matter of understanding the concept and seeing the main contributions of visual culture to the modern world which comprises the collective imagination that every professional in the communications sector has to handle. Thus, this subject is a necessary first step on the way to training the visual journalist; the training is consolidated in the 3rd and 4th year through subjects related to design and photojournalism.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the 'visual culture' concept within the context of modern output.
- Recognise the overlap between visual culture and visual communication.
- Acquire a visual file with which to work as visual communicators, a key step towards examining other subjects in depth - such as those related to design and photojournalism.
- Connect knowledge acquired with the here and now to proceed into the world of image-based communications.
- Make use of different information sources to study and research visual creation to more deeply examine the information acquired in class independently.

Year Two

3.11. Civic Humanism

Credits: 6

Type: Basic

Contact hours: 75

Study hours: 75

Summary: The subject puts education in a central role in the Humanities, arguing for the defence of personal dignity and respect of personal freedoms, from a cross-discipline perspective within a context of a plural multicultural democratic society. The hope is to favour moral intelligence, i.e. the ability to effectively and righteously address the challenges and commitments necessitated by modern life through commitment and active participation. In short, the goal is to establish the bases to have a better person in a more just society through scientific rigour, as required by any academic discipline.

Learning outcomes:

After completing this subject, students will be able to:

- Identify the main elements of human interdependence, the basis for attitudes of social and professional commitment.
- Differentiate the cultural and political bases which enhance the development of the principles of solidarity, participation, subsidiarity and authority in civil society.
- Address the problems and conflicts arising in professional work from a perspective of service not supremacy or manipulation.
- Give priority in personal comportment to the dignity of the other person over and above economic, social or individual interests.
- Consider work itself as an opportunity to serve the common good without foregoing legitimate personal aspirations.

3.12. Literature & Text Analysis

Credits: 6

Type: Basic

Contact hours: 82

Study hours: 68

Summary:

This subject establishes the links between literature and the various forms of communicative text, among which journalistic, persuasive and audiovisual. The training of any communicator must not stray from knowledge of the world which produces literature and its connection with other forms of communicative discourse. Where these forms meet, new and alternative forms of communication arise. An exploration of these latter is a substantial part of the training of a communications professional.

Learning outcomes:

After completing this subject, students will be able to:

- Develop the ability to understand literature and the different forms of communicative discourse as vehicles for social communication.
- Correctly interpret a literary text.
- Develop narrative skills and formulae for written expression.
- Identify different literary aesthetics and narrative formulae.
- Develop the ability to put a text into its historical and literary context.

3.13. Economics

Credits: 6

Type: Basic

Contact hours: 90

Study hours: 60

Summary:

The objective of the subject is to show the student a basic conceptual and analytical framework for economic analysis. In order to acquire a good base in economics, the students must become familiar with the workings of the economy and develop abilities to interpret economic indicators - using the right tools.

Learning outcomes:

After completing this subject, students will be able to:

- Correctly interpret economic phenomena.
- Use the economic indicators appropriately to provide a rigorous context for the current economic situation.
- Evaluate the economic feasibility of business alternatives.
- Define the most relevant economic doctrines.
- Define the main objectives of economic policy.

3.14. Design & Art Direction

Credits: 6

Type: Compulsory

Contact hours: 70

Study hours: 80

Summary:

Theoretical-practical principles of Graphic Design, essentially and markedly creative publishing, applied to the area of communicative output; starting from an introduction which reviews subjects which, on the one hand, introduce the idea of design and the disciplines linked to the area it touches on, and on the other hand others which describe the productive baggage divided from within, from the origins of the written word through to modern times and the ICTs (Information and Communication Technologies).

In terms of methodology, a study is made of traditional and digital techniques stipulated in the design process for communication models for publishing and printed and/or electronic dissemination. Hence the following are covered: an analysis of the infographic system and derived materials, taking the analogue and/or digital image as the standard informative visual used for a descriptive synthesis of the communications resource.

In art direction, work will focus on the content which studies the workings of the profession within a multi-disciplinary team and, equally, knowledge of the physical, systematic and strategic design means available - prepared for conceptualising, production and possible dissemination/sale of multimedia communications products of a journalistic and/or promotional nature.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the role, tools and specific processes in art direction for the main areas of professional communications. Efficiently undertake a survey and critical analysis of graphic communicative items/elements, starting from creative design formulae applied to the professional sphere. Thus, the student truly links the implicit visual argument to the idiosyncratic informative and/or persuasive level of the various communicative resources and styles.
- The analysis and/or creation of digital iconography: select and manipulate both image type and ideal typographic sources - both applicable to a design product from the communications medium; know and deductively administer different creative criteria related to the classic methods which influence the treatment of shape, colour, composition, etc. and the application of these to the communicative model.

- Absorb and practice the creative sequence which determines the global manufacturing of communications models to be developed - brought to fruition through systems and digital technology. Competences which enhance their creativity to pursue artistic skills - aesthetics - in the initial and midway description of the product, as well as a clear technological vision and ability in the handling of IT tools, particularly for development, manufacturing and dissemination.
- Competently defend work completed in line with requirements of a possible client; convey opportunely the creative process that determines the overall manufacturing of the completed product.
- Defend the work to the requirements of a potential client, informing them regularly of the creative sequence of the production of the overall project.

3.15. Journalistic Styles

Credits: 6

Type: Compulsory

Contact hours: 90

Study hours: 60

Summary:

Writing II is the second stage in the process of learning journalistic skills, previously acquired in Writing I. After seeing the basic ideas and practical features of the different types of news, the student now heads into intensive training in the five basic styles in written journalism: reporting, articles, interviews, profiles and columns. The subject begins with the most recent theories on the journalistic styles and is based on a critical analysis of paradigmatic texts published by prestigious writers in the world's most important newspapers and magazines. The subject is eminently practical and the lecturer acts as guide and trainer, teaching the strategies of rhetoric, discourse and style in general for the conceptualisation, coverage, writing, editing and publishing of these five styles. The class becomes a newsroom where journalistic articles are read and analysed, reporting strategies are discussed and information focus and stylistic procedures are considered.

Learning outcomes:

After completing this subject, students will be able to:

- Devise, plan and undertake journalistic projects which imply: in depth reporting, extensive field work and narrative writing.
- Master literary techniques to tell good stories which can be published in any form (analogue or digital).
- Be critical yet ethical when reporting on people.
- Work with specific deadlines and under pressure, as required in a newsroom.
- Write in the styles with a visual perspective, combining image and design to enhance the message in the copy.

3.16. Sociology

Credits: 6

Type: Basic

Contact hours: 78

Study hours: 72

Summary:

This subject introduces the student to social science; the objective of this is to examine the effect society has on the life of people. The programme intends the students reflect on basic current topics such as the growing lack of trust of the political class in democratic societies, the role of globalisation, cyberspace, international migration, the role of women and men in modern society and the changes in the structure of families. For a future communications professional working in a changing global world, this initiation into a systematic study of human society will provide them with an in depth critical view of the distinct social phenomena and processes which comprise the situation in which they are immersed.

Learning outcomes:

After completing this subject, students will be able to:

- Recognise the fundamental traits of modern society.
- Examine social events from a critical and analytical perspective.
- Develop arguments in a debate on complex matters in the social context.
- Identify the main sociological perspectives.
- Know the primary concepts in social science.

3.17. Modern Political Systems

Credits: 6

Type: Basic

Contact hours: 79

Study hours: 71

Summary: The subject consists of understanding the modern political systems through the study of particular countries which constitute paradigmatic models for the different forms of government, with particular attention to Spain. The main objective of the subject is to become familiar with the basic concepts of the political world, as well as with the basic institutions in the political system and how they work. It is intended the student is able to identify, understand and critically analyse the various political processes occurring at present. The overriding objective is the student can understand and relay the whys and wherefores of a multitude of events which take place on a daily basis in social and political life nationally and internationally.

Learning outcomes:

After completing this subject, students will be able to:

- Know the institutions in the paradigmatic political systems, their history, composition and workings.
- Have an overall understanding of the political processes occurring nowadays both nationally and internationally.
- Write pieces in which the implications of the work of these institutions on democratic development in any society are analysed and explained.
- Develop an analytical capacity and critical eye with regard to the current political scene.
- Use the specific sources and terminology for the political sector.

3.18. Inter-Cultural Communications

Credits: 6

Type: Compulsory

Contact hours: 90

Study hours: 60

Summary:

The objective of this subject (taught in English) consists of analysing the history, basic concepts, development models and practical applications of Inter-Cultural Communications. The subject is for people who are going to work in multicultural environments - from companies to non-governmental organisations - and educational and governmental institutions. The class will move from theory to practice, personal to applied. The first part of the subject will present the theoretical basis of Inter-Cultural Communications which will help the student analyse labour and personal situations linked to culture, ethics and inter-cultural conflict. Different cases will be studied and the ideas arising from these will be applied through experimental learning activities allowing the student to harmonise theory and practice.

Learning outcomes:

After completing this subject, students will be able to:

- Reflect on their own inter-cultural experiences and analyse the development of their inter-cultural competence.
- Plan and shape future personal and professional objectives.
- Apply adaptation schemes to inter-cultural situations.
- Analyse specific case studies which feature situations of inter-cultural conflict.
- Devise an action and improvement plan for specific case studies which feature situations of inter-cultural conflict.

3.19. The Radio: Theory & Techniques

Credits: 6

Type: Compulsory

Contact hours: 74

Study hours: 76

Summary:

This subject looks in depth at the characteristics of radio and the particularities of the communicative copy from the point of view of its creation, production, post-production and broadcasting. The subject focuses on the creation of quality radio products - form and content - through correct technical adaptation - resources. Therefore, the primary objective is that the future professionals are able to create copy to be disseminated over the radio. The student will learn all the processes necessary to create a radio style from the perspective of copy style and its components (voice, text, music and effects) and also from a technical viewpoint. For this, they will learn to handle the various devices which make broadcasting possible (mixing desks, IT software, microphones). Lastly, techniques will be provided that will help the development of skills geared to adapting the voice of each student to the needs of news copy.

Learning outcomes:

After completing this subject, students will be able to:

- Write copy for the radio, applying the stylistic specifics of clarity, conciseness and specificity which ensures quality when read aloud.
- Handle the technical equipment in a radio studio (mixing desk, microphones and IT programmes) to obtain independence in contents production.
- Develop their listening skills to effectively create a good sound environment.
- Assess the importance of particular newsworthy events and be able to prioritise them in a radio news bulletin format.
- Create specific content for the radio, whether journalistic, entertainment or persuasive.

3.20. Journalism

Credits: 6

Type: Compulsory

Contact hours: 75

Study hours: 75

Summary:

Journalism is aimed at those students who wish to acquire the linguistic and communicative skills to effectively carry out their jobs as journalists. In this course students will learn about the main international media landmarks of reference, both past and present, with special interest in the English-speaking market. The aim is for students to know the international context of information, through case studies, as well as its key players. They will also become familiar with professional practices that journalists must use when publishing news and investigating stories. Journalists' rights and obligations will be examined in an international context by means of analysing case studies. The importance of transparency and fact checking will be studied as basic elements of journalism and as tools to gain credibility with readers. New platforms to share information and engage the public will be analysed as well as their importance in establishing communication between media outlets and their readers.

Learning outcomes:

After completing this subject, students will be able to:

- Identify the key players, both past and present, in the main media outlets in the U.S. and U.K., as well as the journalists behind the most relevant journalistic investigations on an International level.
- Know in detail the changing business of international news from the golden age of news to the present.
- Know how current news stories are developed and carried out, and know in depth the rights and obligations of journalists in their daily work in reporting news.
- Identify the different types of work that a communications professional can carry out on an International basis.
- Distinguish the different journalistic styles in English-speaking media outlets, and apply their know-how to different journalistic writing styles and write articles of different types.

Year Three

3.21. Ethics

Credits: 6

Type: Compulsory

Contact hours: 67

Study hours: 83

Summary: Above all, Ethics addresses matters of truth and the moral burden conveyed by the different communicative messages and it is intended, in this fashion, to be a subject contributing to the rounded education of the future communicators. The responsibility placed on Communications professionals cannot be detached from reality, from a commitment to the truth.

Learning outcomes:

After completing this subject, students will be able to:

- Find - and 'put a face to' - the main ethical problems in the communications sector.
- Nurture intellectual and practical habits in order to judge and act in a consistent fashion.
- Recognise the need to have the truth as a reference point.
- Be aware of the concept of 'person' to not lose sight of the fact that a person is finite in and of themselves.
- Create a scale of values in accordance with their world view.

3.22. History of Spanish Journalism

Credits: 6

Type: Compulsory

Contact hours: 74

Study hours: 76

Summary:

The subject offers students a look at the history of journalism in Spain from its beginnings through to the present day. The content is focused on the main trends in the profession over its history, in the communications media and the landmark personalities in this specialised history. Ultimately, this is getting to know the past of the profession and understand, through this knowledge, the current situation of journalism in Spain.

Learning outcomes:

After completing this subject, students will be able to:

- Know and understand the evolution of the concept of the profession of journalism in Spain.
- Know and understand the origin and track record of the main communications media in the country.
- Recognise the main individual and group players involved in the history of journalism, as well as the links between them.
- Know the main landmarks in the history of journalism in Spain.
- Understand the current view of journalism, considering its origin and precedents.

3.23. Multimedia: Graphic Design

Credits: 6

Type: Compulsory

Contact hours: 73

Study hours: 77

Summary:

The theoretical-practical cornerstone of this subject lies in the creative essence and influence of multimedia, applied to the area of journalistic output and related communicative patterns. The student will learn to use software tools and multi/hypermedia methods for the development of journalistic standards for digital identity. Some of the subject will focus on the knowledge of infographics as a journalistic style and core around which the digital graphic information model is created for content production. The creation of such communicative resources, called infograms, is based around three systems: the creation and/or modification of graphic structures which are informative by nature, made with Adobe Photoshop; the modelling of journalistic resources with extensive informative content as regards their reach as an example of communication, developed using QuarkXPress and Adobe InDesign; and user-machine interaction techniques intended to create journalistic standards, using Adobe Flash.

Learning outcomes:

After completing this subject, students will be able to:

- Master and practice the creative sequence which determines the overall making of the graphic design product; in this case, the communication models being developed are infographic resources - inserts - in the press and achieved through systems and digital technology. Have competences which enhance their creativity to pursue artistic skills - aesthetics - in the initial and midway description of the product, as well as a clear technological vision, particularly in both cases for development, manufacturing and dissemination.
- Display the aptitudes required to graphically synthesise a large amount of information, registered abstractly as well as described and inserted textually; being able to choose both image type and ideal typographic font - both being applicable to a document designed for the publishing world.
- Having achieved this ability to synthesise journalistic information through infographic keys, the student will have sufficient skill in using Adobe Photoshop CS4 to graphically express the summary contemplated in an e-format.
- In self-editing journalistic publishing activities involving QuarkXPress 8.0 and Adobe InDesign CS4, the student will comfortably handle the aforementioned software. In any

case, the particular identity and properties of these IT tools will be adapted to the communicative intention of the stated project.

- Know and use Adobe Flash CS4: the student will have a positive view of the theoretical and practical mechanisms affecting the development of interactive multimedia applications in which the user actively participates, manipulating the designed graphic interface to wilfully redesign the initial storyline established by the writer.

3.24. News Writing and Reporting

Credits: 6

Type: Compulsory

Contact hours: 74

Study hours: 76

Summary:

The aim of this subject is to learn the skills required of journalists to investigate and cover news in an English-speaking context. The students will learn the process of creating a news story from beginning to end. They will learn to find the focus/angle of the story and to create a structure around the core story. Students will study the characteristics and attributes of news stories in order to take the proper steps required to write one. Techniques to obtain information through sources will be studied as well as the correct way to attribute quotes. They will also learn how to write news pieces in English including headlines, leads, nut graphs and the rest of the article. Different structures of the news story will be analysed as will the appropriate language for writing news in English. Students will become familiar with the tools needed to correctly develop a story from beginning to end. They will learn news writing style and the main parts of a news story and its style.

Learning outcomes:

After completing this subject, students will be able to:

- Carry out an interview with a source in order to write a news item.
- Correctly use sources and attribution.
- Construct a news item with the main parts of a news story based on the characteristics of that story and the audience of the news outlet; cover different types of news and be organized to cover a regular beat; and write a complete news article in English.
- Know the techniques required of a journalist to find information and investigate sources and documentation to be able to write a complete news story.
- Apply the AP style rules to articles written in English, and correctly use English grammar rules in writing news stories.

3.25. Specialist Journalism I

Credits: 6

Type: Compulsory

Contact hours: 88

Study hours: 62

Summary:

In general, lay the theoretical and practical groundwork for the coverage, treatment and dissemination of specialised information, starting with the fundamental notions on scientific knowledge, information sources, journalistic styles, reporting, contents editing and design for analogue and multimedia platforms. This is so these are applied in the creation of items that disseminate knowledge through the areas with greatest media influence, such as politics, the economy, health and sports, among others.

Learning outcomes:

After completing this subject, students will be able to:

- Know the basics about scientific information and specialised journalism so as to apply them when creating content oriented towards target audiences.
- Master the techniques for accessing personal sources and documentation in specialised areas of journalism, such as politics, the economy, health and sports, among others.
- Apply multimedia terms to enhance dissemination of specialised information.
- Work in a team creating analogue and digital journalistic products with a rounded view of the main specialised sections.
- Prioritise the contents of specialised journalism according to how publishable they are, using the versatility of the writing styles.

3.26. Business Communications

Credits: 6

Type: Compulsory

Contact hours: 66

Study hours: 84

Summary:

In order that the future journalists may join the labour market successfully, it is essential they have detailed knowledge of the legal, economic-financial and social foundations of the communications company, as well as the external environment and media structure within which the company works. Therefore, this subject closely examines the business side of the media so the student may achieve a holistic understanding of the communications industry.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the structure of the communications company, with attention to its legal, economic and social bases.
- Develop the critical and discerning tools to contemplate all the factors that affect a communications company, both externally and internally, and, thus, understand the complexity of the production cycle.
- Analyse a communications company economically and financially.
- Assess the importance of a communications company in society-at-large.
- Find out about various international communications companies from an economic-financial perspective.

3.27. Social Research: Methods & Techniques

Credits: 6

Type: Compulsory

Contact hours: 65

Study hours: 85

Summary:

This subject aims to make the students aware of the research methods typically used in Social Sciences and, specifically, in Communications. A study will be made into how to devise, develop and interpret the results of research, using the main quantitative (content analysis and questionnaires) and qualitative (discussion groups, participatory and systematic observation and interviews, among others) research tools. Likewise, there will be a study of the statistical resources necessary to undertake research in communications.

Learning outcomes:

After completing this subject, students will be able to:

- Know the main research techniques used in the communications sector.
- Choose the most suitable method when undertaking research in the communications field - according to purpose and objectives.
- Design and undertake research to obtain valid conclusions, for academic or business purposes.
- Clearly express and precisely argue research results.
- Have basic ideas about statistics and/or basic use of the SPSS (Statistical Package for the Social Sciences) computer software.

3.28. Cyberjournalism

Credits: 6

Type: Compulsory

Contact hours: 90

Study hours: 60

Summary:

This subject studies the theoretical and practical foundations of Internet journalism. A study of the communications models appearing in a Net context and their importance in the development of informative processes; put across the principles, nature and particularities of journalism on the various digital media. The student will acquire the competences to take on the challenges of journalism as exercised in the various digital forms; theoretical, practical and instrumental competences which are subject to the radical changes in technology. Know the technical features of the main platforms which have appeared on the Net and their application to the communications field.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the importance of the evolution, history and communications models of the cybermedia from a journalistic standpoint.
- Create content for the cybermedia applying journalistic criteria.
- Manage different technological platforms from a journalistic perspective.
- Use specific contents managers for the creation of journalistic milieux on the Web.
- Identify the most suitable cybermedia in the context of informative objectives and per the informative needs of readers.
- Assess the importance of cybermedia in culture, democracy and society.

Year Four

3.29. Communication Law

Credits: 6

Type: Compulsory

Contact hours: 70

Study hours: 80

Summary: This subject looks at the main legal regulations governing the fields of journalism, audiovisual communications and advertising and public relations. Therefore, within the field of journalism, essentially, the right to freedom of expression and information and legal limits to this will be examined alongside the legal effects of illicit information. The arrangement of radio frequencies and the audiovisual service providers' market are some of the features of the audiovisual field requiring particular attention. Lastly, in the area of advertising and public relations, it is essential to examine the competition law and its regulation in the four primary relationships: announcer with competitors, announcer with advertising professional, announcer or advertising professional with the dissemination media and announcer with the end user.

Learning outcomes:

After completing this subject, students will be able to:

- Recognise the limitations to the profession in the rights to freedom of expression and freedom of information.
- Understand and acquire basic awareness of the legal regulations and principles that regulate the professional communications area.
- Know the legal repercussions and consequences arising from infringing rights attributed to personal creation in the area of professional communications.
- Legally use work protected by copyright.
- Know and exercise their rights under the conscience clause and professional confidentiality.

3.30. Specialist Journalism II

Credits: 6

Type: Compulsory

Contact hours: 68

Study hours: 82

Summary:

The subject is focused on learning the key techniques, routines and strategies in Investigative Reporting for seeking, covering, analysing, processing and shaping content in specialised areas, such as information about society, culture, the international scene and so on which is published in newspapers and magazines and on multimedia platforms. The subject comprises, firstly, a theoretical examination of the guidelines for investigative reporting exercised by notable international publications and, secondly, a more practical element in which the students undertake real investigative reporting projects.

Learning outcomes:

After completing this subject, students will be able to:

- Master the basic investigative reporting skills required to find, cover, analyse, process and publish information on any topic.
- Analyse, process, edit and apply key features of visual journalism to create editorial products focused on a piece of journalistic research.
- Work in a team to undertake a journalistic research project, enhancing individual capacities of each future journalist.
- Understand the legal ramifications of investigative reporting, at each stage of the journalistic work.
- Apply key ethical knowledge to anticipate and prevent possible harm to the people involved in an investigative report.

3.31. Work Placement

Credits: 6

Type: Compulsory

Contact hours: 1

Study hours: 179

Summary:

What stands out among the objectives at San Jorge University is the effective and rigorous human, scientific and technical training of the students through constant innovation in the teaching processes.

In order to acquire knowledge based on real practice and develop the competences acquired through responsible exercising of the professional practice, San Jorge University considers that it is essential for the students to complement their classroom activity with practice in the professional world - valuing it in academic terms as part of the learning process (Royal Decree 1707/2011, dated 18 November). Thus, the university is holistically applying one of the key parameters of the Bologna Process and the European Higher Education Area so as to be in line with the requirements of the social and business environment.

Therefore, Work Placement comprises the logical extension of a learning process oriented towards the working world. The student will apply the competences developed over the degree in the real world and acquire others, connected to an adaptation to the reality of the business world and the assuming of specific roles within an organisation. At the end of this experience, the student should be able to assess and analyse it to draw out what has been learnt about their strong and weak points during the placement and, so, improve their professional quality.

Learning outcomes:

After completing this subject, students will be able to:

- Comply with the punctuality required and the timetable set by the company.
- Maintain a personal image in line with the requirements of the workplace.
- Develop social skills and be educated within the company.
- Work in a team in a company.
- Show their interest and motivation through work entrusted to them.
- Maintain the confidentiality of information handled in the workplace.
- Develop a good standard of spoken and written communication.
- Address and undertake tasks responsibly and seriously.
- Plan and manage time and resources.
- Contribute innovative ideas through their own creativity and initiative.
- Take decisions responsibly.
- Handle criticism maturely.

- Work under pressure and be immutable in the face of stress.
- Learn new tasks and include them in their work methods.
- Apply their knowledge and competences to the needs of the tasks entrusted to them by the company.
- Contribute creative and innovative ideas which show evident professional initiative.
- Apply their knowledge and competences to the implicit needs of the tasks entrusted to them by the company.
- Apply social skills and basic behavioural standards in their interpersonal relations.
- Work in a team in a company, taking the right decisions responsibly.
- Maintain the confidentiality of information handled in the company.

3.32. End of Degree Project

Credits: 9

Type: Compulsory

Contact hours: 1

Study hours: 179

Summary: The core of this subject is the devising and undertaking of a viable business project in the communications sector whose creative base is fuelled by the theoretical-practical competences acquired by the student over the learning period throughout their time at university. One of the intended aims is awakening and stimulating entrepreneurship among the Journalism students. The final project for the subject comprises a written document which is then defended in front of a tribunal.

Learning outcomes:

After completing this subject, students will be able to:

- Create a business project applicable to the communications field with the academic and professional components that endorse its feasibility.
- Apply the academic, professional and research techniques and tools that allow the student to design, plan, manage, develop, defend and evaluate projects applied to the communications field from a professional, ethical and feasible perspective in the current economic context.
- Analyse and understand the personal, social and legal features necessary to be an entrepreneur.
- Know and apply techniques and resources to create and manage a business ensuring it runs well.
- Defend the project before a tribunal.

3.33. Journalistic Code of Conduct

Credits: 3

Type: Compulsory

Contact hours: 45

Study hours: 30

Summary:

The objective of the subject is the study and practice of the body of regulatory law that affects both journalistic communication and the professional activities connected to journalism. This goal cleaves to an accurate analysis of the proposals that arise within the discipline from ethical and legal perspectives, these being understood as the core points which form the base of responsible professional behaviour which also has an effect on the common good of society.

Learning outcomes:

After completing this subject, students will be able to:

- Know the theoretical foundations of the professional code of conduct for advertising and public relations.
- Identify the ethical scope and social responsibility of decisions taken on when working professionally.
- Assess the contribution of journalism in the search for the common good and the application of justice, always in service to society.
- Process, create and convey information or communications that allow the opportunity to reflect critically on their professional activity.
- Analyse the ethical and social topics of the 21st century and the importance of professional practice in accordance with the principles of ethics and responsibility.

3.34. Photographic Techniques & Photojournalism

Credits: 6

Type: Compulsory

Contact hours: 72

Study hours: 78

Summary:

The objective of this subject is to give the student the conceptual, technical and visual tools to explore, understand, analyse and create quality photographic images in the journalistic world, particularly in photo reportage. The student needs to know not just the language and principles of photography in general, but also that of the press in particular, while knowing how to undertake, use, interpret and communicate through it. The subject is focused on the work of photo reportage compared to other formulae and styles, as well as the visual quality and the narrative potential of photography.

Learning outcomes:

After completing this subject, students will be able to:

- Apply the technical, visual and conceptual resources necessary to communicate through high quality photographic images.
- Understand different visual codes when working with photographic styles governed by a reflection on the communicative power of photography in general and photojournalism in particular.
- Understand the role of the photojournalist in the modern world.
- Foresee the difficulties of photographic field work needed for investigative work in the profession so as to find solutions and come up with a quality visual and journalistic project.
- Defend their photographic work using the terms in the subject, suitable order and specific development to successfully present professional work in the workplace.

3.35. Journalistic Writing & Digital Media

Credits: 6

Type: Compulsory

Contact hours: 90

Study hours: 60

Summary:

The digital media have contributed a code and their own narrative to communications. The linear discourse of traditional media has been transformed into a multimedia, hypermedia, interactive, semantic narrative that is integrated into Mobile Technology. The creation of news corresponds to different parameters and requires the journalist have an overall view of the piece of news about which they must write, contemplating the technical possibilities of the digital media. Here work is done on not just the journalistic form under the structure of the new media but also specific writing for the different digital platforms is studied; its use and incorporation into journalistic production are studied.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the importance of the evolution, history and communication models of the World Wide Web in modern society.
- Create digital content oriented towards journalism or informative activities under the criteria and standards of W3C.
- Write informative content for digital media using a structure in line with the Net, including technical features for Internet positioning and visibility.
- Manage a collaborative Web milieu for the publication of informative content, creation of collaborative areas and Internet positioning.
- Create a Website proposal and design with the most typical resources used by Internet users for informative content searches and consultation.

Elective Itinerary: Multimedia Journalism

3.36. Radio Presentation

Credits: 3

Type: Optional

Contact hours: 40

Study hours: 35

Summary:

This subject will train the student to independently undertake tasks involving the reading of texts, use of the voice and improvising a speech. Hence, different interpretation techniques will be studied that the student can later apply when speaking. Over the duration of the course, practice and simulations will occur in which the type of speaking will be analysed in accordance with the style and radio format.

Learning outcomes:

After completing this subject, students will be able to:

- Show their oral improvisation skills in any radio style, being able to vary the discourse depending on live events.
- Adapt the broadcasting of their voice and the reading of texts to the needs of the radio style (news, interview, reportage, etc.) and/or format (news bulletins, magazines, talk shows, etc.).
- Apply vocal techniques (breathing, enunciation, phonation, etc.) while reading texts or improvising a speech.
- Assess the voice quality of any broadcaster in the radio communications medium.
- Blend text and music to create a more attractive radio message.
- Develop their interpretation skills and transfer them to the reading of diverse types of text (dramatic, informative, commercial, etc.).

3.37. Digital Editing

Credits: 6

Type: Optional

Contact hours: 66

Study hours: 84

Summary: Television and cinema have traditionally been the media that have combined image and sound to get a message across. With the development of the Internet and multimedia platforms, visual formats have surpassed other environs - the inclusion or combination of audiovisual items with other forms of communication becoming ever more common. Among the stages in production, editing is vitally important. This process involves not only ordering the images according to certain logic but also creating the speech and presentation of the message. Hence, the journalist needs to know the basic means and techniques of digital editing which will allow the creation of correct, suitable and attractive audiovisual copy for each medium where they will be broadcast and disseminated.

Learning outcomes:

After completing this subject, students will be able to:

- Have a general overview of the laws, foundations and theories of staging/editing.
- Apply the theoretical knowledge to effective editing practice using the main techniques and tools.
- Have the basic technical knowledge to be able to perform various audiovisual editing processes.
- Communicate effectively through image and sound using journalistic discourse.
Connect and apply general knowledge of audiovisual grammar and language to the specifics of editing.

3.38. Journalistic Output

Credits: 6

Type: Optional

Contact hours: 66

Study hours: 84

Summary: Study and learning of the necessary routines to plan, organise, write, design and publish journalistic products for the public-at-large in a specific time frame. The students need to acquire the necessary competences to implement output routines, work with sources for news, information selection systems and work with the here-and-now; news desk organisation systems, coordinated work in operational teams and the mechanics of controlling information quality. All of these will allow them to perform their journalistic work in the various media with nimbleness, being economic with time and means, and efficiency. Thus, the subject covers matters such as media convergence and the integration of the news desk in conventional media with those of the more recent formats so as to train the students in media planning and production tasks. This is to make them able to take effective decisions.

Learning outcomes:

After completing this subject, students will be able to:

- Value the here-and-now and divine those newsworthy facts that could become information for the various media.
- Determine the media platform/s best suited to cover each of the breaking items arising, as well as the place that each of the journalistic copy should occupy in them.
- Write complex journalistic copy which incorporates various platforms and forms.
- Work with information sources, both in the pursuit of investigative reporting and in the publication of the information.

Solve the problems associated with publishing journalistic information.

3.39. Web Design

Credits: 6

Type: Optional

Contact hours: 66

Study hours: 84

Summary: The objective of this subject is to learn the particularities of web design, as regards what corresponds to production, publication and maintenance of projects on the Internet. The student closely examines the bases of design for the Internet, learning to prepare and process the information correctly to publish in a digital format, working with any present or future software, dealing with the necessary suppliers of technology to address these projects, and acquiring the professional skills and abilities required by the job market.

Learning outcomes:

After completing this subject, students will be able to:

- Analyse and plan the creation of a web site.
- Design and publish content on the Internet, in accordance with professional web standards.
- Assess the needs of a web site and choose the right work tools.
- Change, update and maintain the design and contents of pre-existing web sites.

Find resources to maintain constant training as a Web Design professional.

3.40. Television Presentation

Credits: 3

Type: Optional

Contact hours: 40

Study hours: 35

Summary: TV Presentation should provide the student with the abilities necessary to correctly express themselves in front of a camera in any televised format. This is an eminently practical subject which will provide the basic tools to broadcast an accurate discourse - bringing together satisfactory spoken and body language. The subject insists on the good use of language appropriate to the medium and the awareness of the specific TV codes and techniques.

Learning outcomes:

After completing this subject, students will be able to:

- Pass on information and ideas in front of a television camera in the most efficient way possible.
- Structure a speech for television, master live performances and read with the Teleprompter.
- Structure copy, using the right language, for improvisation on television - both for information purposes and for entertainment.
- Know the workings and organisation of a television studio to safely address a single camera.

Master the basic techniques for other areas: debates and interviews.

3.41. News on the Radio & Television

Credits: 6

Type: Optional

Contact hours: 74

Study hours: 76

Summary: The objective of the subject is that the students acquire the theoretical and practical knowledge necessary to create news segments on the radio and television. Particular work is done on the journalistic nature of the information, as well as the mastering of audiovisual narrative technique, but without leaving aside the technical demands of radio and television. Additionally, the student will see the main features of the informative audiovisual media, such as its language, structure and operations.

Learning outcomes:

After completing this subject, students will be able to:

- The student will have learnt the skills and knowledge necessary to undertake informative journalistic tasks on the Radio and TV: knowing what is news and how to write it.
- Know the workings and organisation of the informative audiovisual media.
- Create a basic running order for an item of Radio or TV news.
- Know radio and television language and use it correctly and adeptly.
- Respond to the daily problems encountered by an audiovisual journalist, such as a lack of information sources or scarcity of material.

Elective Itinerary: Institutional Communication

3.42. Corporate & Crisis Communication

Credits: 6

Type: Optional

Contact hours: 68

Study hours: 82

Summary:

The subject intends to reveal the foundations of communications in organisations through the study of the main historical landmarks, connected concepts and how to put this communication into practice. The starting point is the understanding of the discipline as the overall communications process in an organisation which covers both external and internal communications, and matters of corporate identity, culture and image, with special interest in crisis communications. The objective for the student pursuing this subject is to acquire the knowledge and skills which make them able to organise, manage and effect the communications of any public or private organisation holistically.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the evolution and main landmarks in organisational communications.
- Recognise and apply the key factors for effective management of internal communications.
- Discern a company's main external communications activities.
- Apply and use the main tools for corporate communications.
- Manage crisis situations at an organisation from a communications point of view.

3.43. Strategic On-line Communications

Credits: 3

Type: Optional

Contact hours: 45

Study hours: 30

Summary: The objective of this subject is to have the student develop a strategic view of institutional communications in the digital world. Therefore, features such as management of the reputation and image of an organisation through the Internet, the public image of an organisation and its communications through the various digital platforms, the use and strategic planning of the social networks for corporate purposes, and measuring the scope and impact of a specific Internet campaign are examined.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the importance of on-line communications nowadays for the achievement of the objectives of any organisation.
- Know and use the main digital tools available for corporate communications.
- Strategically plan the public dimension of any organisation through the Internet.
- Design internet communications campaigns and measure their effectiveness.
- Design and manage digital platforms for business purposes.

3.44. Audiovisual Corporate Communications

Credits: 3

Type: Optional

Contact hours: 25

Study hours: 50

Summary: The aim of this subject is for the student to learn to transmit the corporate message through audiovisuals. The student will be provided with theoretical knowledge and practical handling of the tools in the audiovisual field. Audiovisual corporate communications is primarily focused on creating a discourse adapted to audiovisual and radio media and to shaping the presentation of the message in line with the various goals of the organisation.

Learning outcomes:

After completing this subject, students will be able to:

- Understand the need and communicative possibilities for audiovisuals for organisational purposes.
- Know and handle the audiovisual technologies and tools necessary to produce and disseminate messages in the business world.
- Transmit the corporate message through audiovisuals.
- Analyse and create corporate videos.
- Analyse and create corporate radio slots.

3.45. Political & Electoral Communications

Credits: 6

Type: Optional

Contact hours: 79

Study hours: 71

Summary: The growing social and media-based importance of political and electoral processes, decisions and activities of political parties and institutions and the political participation of the public makes it necessary for journalists to be specifically trained in this area. In this subject, a study is made of the theoretical foundations necessary to understand what comprises political communications and how the connections between the main players in politics - governments, communications media and the people - work. The mechanics, techniques and strategies of communications used by these players to interact regularly with the public sphere are learnt practically, adhering to the present. The subject places special emphasis on the electoral processes as a political stage which features the greatest communications outlay.

Learning outcomes:

After completing this subject, students will be able to:

- Know the basic ideas which define political communications, the connection with other areas of Communications and Social Sciences, its history and its evolution.
- Critically analyse the mechanics of communications that articulate political processes and their connection to a country's democratic quality.
- Identify and apply communications techniques which are used to create the image, messages and campaigns for parties and public or private organisations.
- Design campaigns and chart communications strategies for public or private organisations with a political goal in society.
- Manage with exactitude the specific terms of political communications and the sources in this milieu.

3.46. Communications Office

Credits: 6

Type: Optional

Contact hours: 79

Study hours: 71

Summary: This subject aims to have the student understand and progressively master the structure, functions and main techniques used by communications offices in any type of organisation. It starts with an overview of the context of applied public relations, from which the student will understand the origins and philosophy of a communications office. Next, intangible corporate assets are studied as key assets of the organisation for the creation, consolidation and enhancement of their value and the positioning of the same. Gradually, a closer look is taken at the more specific characteristics, objectives and 'know-how' of these professionals, in charge of coherently and effectively managing and organising all the communications activities and tools in the organisation.

Learning outcomes:

After completing this subject, students will be able to:

- Know the structure, objectives and workings of a communications office.
- Understand the contribution of a communications office to the objectives of any organisation.
- Organise a communications office based on organisation type and goals.
- Plan communications actions from an office, identifying and using the most effective communications aids for each of them.
- Know how to maintain a good relationship with journalists and the media.

3.47. Public Opinion

Credits: 6

Type: Optional

Contact hours: 79

Study hours: 71

Summary: This course is a space to reflect on the concept of public opinion as the recipient of both informative (from any media) and persuasive (from any organisation) messages. In this subject, the students are trained to recognise the behaviour of the recipients of their messages, i.e. their audience. On the one hand, an overview of the various theories and writers on public opinion will be given, examining more closely the mechanics of how groundswell occurs and the message-receiving processes. On the other, an analysis will be made of current groundswell and the role influential/pressure groups play in shaping public opinion. The students will also learn the practical aids to tackle research into opinions and their social, political and media impact.

Learning outcomes:

After completing this subject, students will be able to:

- Value the importance of public opinion as recipients and *raison d'être* for communications processes.
- Understand the mechanics of creating groundswell.
- Know the various schools and theories on public opinion.
- Critically analyse the role of the different interest groups in the shaping of public opinion.
- Use the tools to identify opinions.