Description and Contextualisation of the Subject Course

The main objective of this subject course is for students to create a local news product in printed, audiovisual or digital (blog or website) format. This means students will discover and experience the creation of this product from the start through to publication, step by step. Like this, as it is an optional fourth-year course, students can demonstrate and present the theoretical and practical knowledge and the competencies they have acquired during the degree course from a standpoint similar to the professional one, and in a setting very close to the world of work.

Competencies / Learning outcomes from this subject course

1-Applying the main journalistic genres and formats to news productions using the language appropriate to each of the media.

2-Searching for, selecting, prioritising, analysing or discounting different sources, adapting their content to specific narrative forms and strategies.

3-Developing skills and applying techniques, technologies and resources to communication and information processes.

4-Designing the formal and aesthetic aspects of content properly, in accordance with the features of the different media.

5-Thinking up, planning, executing and managing new or communication projects properly.

6-Skillfully identifying or using rhetorical forms of argument and the different oral and written linguistic resources, to achieve effective expression in each genre and a type of message suited to the target audience of the different media.

7-Recognising business organisation models and their stages of development, to lay down the basis for creating a business and determining the usefulness of internal and external documents to govern the ethical behaviour of the media.

Theoretical and practical content

Unit 1: The world of local communication
1.1- Definition
1.2- Classification and characteristics
1.3- Traits of the local journalist
1.4- Proximity journalism
1.5- Hyper-local journalism: new local media strategies
1.6- The local press in Basque

Unit 2: The organisation of information at local level
2.1- Decentralisation to the local
2.1.1- Case studies
2.1.2- The case of free newspapers
2.2- Production routines in local journalism
2.2.1- Work in radio and television

Unit 3: Sources in local news
3.1- Primary sources
3.2- Secondary sources
3.3- Official players in local news
3.3.1- The local authority
3.3.2- The provincial authority
3.3.3- The autonomous region
3.3.4- The central government administration
3.4- Local politics
3.4.1- Municipal stories

Unit 4: Internet and local journalism
4.1- The concept of cybermedia
4.2- Cybermedia in the Basque Country and Spain
4.3- The global, the local and the glocal

Unit 5: Stages in the creation of a local news product

5.1- Design of the product

5.2- Design of the business

5.3- Creation of the product

5.4- Distribution and marketing

Programme of practical work:

- Setting up journalistic businesses and real news products
- Analysis of local media and content
- Producing news items, reports, interviews and stories of local interest in different formats
- Attendance at talks and events related to the course and its subject matter.
- Presentation of local news products and their content in groups.

Methodology

This is a face-to-face course, not an online one, where communication is to take place in the classroom, in tutorials and via the eGela teaching platform.

Systems of assessment

MIXED SYSTEM OF ASSESSMENT

SYSTEM OF FINAL ASSESSMENT

Marking tools and percentages:

WRITTEN EXAMINATION TO BE SAT 30%

PRACTICAL WORK (EXERCISES, CASES OR PROBLEMS) 70%

Ordinary Session: Guidance and Withdrawal:

The final mark of the subject course is divided into 3 areas. All marks will be in groups except that for the final examination.

- Theory examination: 30 points
- Creating a local news product: 50 points
-Classroom exercises: 20 points (reports on practical work, progress tests and talks in class)

To pass the course through continuous assessment and not sit the final examination it is essential to have attended 75% of the assessed days, including practicals, tests and talks.

To pass the subject course it is necessary to pass, separately, both the practical part (worth 42 points out of a total of 70) and the theoretical part (worth 15 points out of a total of 30).

THOSE WHO FAIL TO MEET THE SPECIFIED MINIMUM ATTENDANCE MUST SIT A FINAL EXAMINATION, BOTH THEORETICAL AND PRACTICAL, IN WHICH 100% OF THE SUBJECT COURSE WILL BE ASSESSED.

Any student wishing to opt for the final examination on justified grounds must inform the tutor of this in writing by the third teaching week of the four-month period.

ANY STUDENT WHO DOES NOT TAKE EITHER OF THE TWO PARTS OF THE ASSESSMENT (COMPLETING THE PRACTICAL PROGRAMME AND SITTING THE THEORY EXAMINATION) WILL BE RECORDED AS NOT HAVING TAKEN THE EXAMINATION.

Extraordinary Session: Guidance and Withdrawal

Only the practical mark - if it is a pass, and if the minimum attendance has been met - will be held over for the June examination session. Students who fail to meet the minimum attendance requirement or do not pass the practical part must sit a final examination at the extraordinary session. This examination will be of the same nature as that in the ordinary session.

ANY STUDENT WHO DOES NOT TAKE EITHER OF THE TWO PARTS OF THE ASSESSMENT (COMPLETING THE PRACTICAL PROGRAMME AND SITTING THE THEORY EXAMINATION) WILL BE RECORDED AS NOT HAVING TAKEN THE EXAMINATION.