Local Media: Creating a Local News Product:

Course Description:
In this optional 4th year Journalism course, students create a local news product in print, broadcast or digital format (a blog or website). This means students will discover and experience the creation of this local product from beginning to end, step by step. Students will be able to apply the theoretical and practical knowledge that they have acquired during the course in the same way that they would do in the real world of local journalism. This course will be taught in the classroom, online, or with a combination of classroom and online formats.

Competencies/Learning Results for the Subject

COURSE GOALS AND RESULTS:
1- Apply the main news genres and formats to local news products.
2- Search, select, and analyze different news sources, adapting local news content to specific narrative forms and strategies.
3- Develop skills and apply techniques, technologies and resources to local communication and information processes.
4- Design the formal and aesthetic aspects of local news content in accordance with different media formats.
5- Think up, plan, execute and manage new local communication projects.
6- Use different argumentative and linguistic resources to achieve the type of message suited to the target audience of a local media format.
7- Implement the different stages of development of a business organization in the creation of a local media outlet.

Course Contents, Theoretical & Applied

COURSE CONTENTS:
1- Hyperlocal news in context
2- The withdrawal of local and regional news journalism
3- Coverage in hyperlocal news
4- Inside the hyperlocal newsroom
5- Stages of development in the creation of a local news product
   5.1- Design of the local news media: group members, objectives and target audience
   5.2- Design of the company: production process, organization chart, infrastructures, financial planning, type of company
   5.3- Production of the local news media: database with sources, reporting and writing process for each story
   5.4- Distribution and marketing campaign: planning, social media strategies
   5.5- Tasks performed by each member of the group
   5.6- A sample of the local news media: screenshots for online media, a pilot program for radio or television, a number zero for print media

Teaching Methods

CLASS TIME: THEORY AND PRACTICE:
The subject is divided into four-hour weekly sessions. The students will be divided into subgroups for the practical assignments, which will be done inside and outside the classroom. Students will have to prepare a topic to present in class as well as produce and distribute a local news product.

GRADING SYSTEMS AND CRITERIA:
- Ongoing evaluation system (continuous evaluation for theory and practice during the semester in groups).
- Final evaluation system (individual one-time evaluation for theory and practice in the first call exam for those who do not follow the ongoing evaluation)

The final score is divided into three parts:
1- Development and presentation of a topic: 30 points
2- Creation of a local news product: 70 points

To pass the course in the ongoing evaluation system, students must develop and present a topic in groups, and each student must attend 75% of the practical classes. Students must pass both the theory and the practical parts separately in order to pass the course. The passing grade for the theory is 15 out of 30 points, and the passing grade for the practical
part is 42 out of 70 points.

As part of the ongoing evaluation system, students will be able to keep the passing grade for either the theory or the practice for the recall exam in June. This means that they will have failed the course in January. However, they will have to retake only the failed part (theory, practice or both) in the recall exam in June.

STUDENTS ARE ENCOURAGED TO BRING THEIR COMPUTERS TO THE CLASSROOM IN ORDER TO COMPLETE THE REQUIRED THEORETICAL AND PRACTICAL ASSIGNMENTS.

**TYPES OF TEACHING**

<table>
<thead>
<tr>
<th>Types of teaching</th>
<th>M</th>
<th>S</th>
<th>GA</th>
<th>GL</th>
<th>GO</th>
<th>GCL</th>
<th>TA</th>
<th>TI</th>
<th>GCA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours of face-to-face teaching</td>
<td>46</td>
<td>14</td>
<td>21</td>
<td>69</td>
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<tr>
<td>Hours of student work outside the classroom</td>
<td>69</td>
<td>21</td>
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Legend:
- M: Lecture-based
- S: Seminar
- GA: Applied classroom-based groups
- GL: Applied laboratory-based groups
- GO: Applied computer-based groups
- GCL: Applied clinical-based groups
- TA: Workshop
- TI: Industrial workshop
- GCA: Applied fieldwork groups

**Evaluation methods**
- Continuous evaluation
- End-of-course evaluation

**Evaluation tools and percentages of final mark**
- Exercises, cases or problem sets 70%
- Teamwork assignments (problem solving, Project design) 30%

**ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT**

Warning:
The evaluation system will be used both in face-to-face and distance learning.

FIRST CALL EXAM IN JANUARY:
Students who choose not to do the ongoing evaluation system will have to pass a theory part and a practical part separately in order to pass the course. The passing grade for the theory exam is 15 out of 30 points. The practical part will consist in the individual presentation of an online multimedia local news product already elaborated individually by the student during the semester. The passing grade for the practical exam is 42 out of 70 points. The entire exam, with the theory and practical part included, will take place in January.

Students who have failed the course but passed either the theory or the practical part in the first call exam in January will only have to take the failed part (theory, practice or both) in the recall exam in June. In that case, the final grade in January will be a fail. Students who don’t do either the theory or the practical exam or both the day of the first call exam in January will have a No Show as their final grade for the course.

Students can waive their rights to the ongoing evaluation system during the semester as long as they communicate their decision to the course professor in writing by November 6, 2020. Students can also waive their rights to the final evaluation system (first call exam) if they communicate their decision to the course professor in writing by November 20, 2020.

**EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT**

RECALL EXAM IN JUNE:
Students who have failed the course in the first call in January will have to retake the failed part (theory, practice or both) in the recall exam in June. The recall exam in June replicates the structure of the first call exam in January both in the theory and in the practical part, as well as in the passing grading criteria.

Students who fail either the theory, the practical part or both in the recall exam in June will have failed the course in the 2020-2021 academic year. Students who don’t do either the theory or the practical exam or both the day of the recall exam in June will have a No Show as their final grade for the course. Neither grades for the theory or the practical part, even if passed, will be carried over to the next academic year.
MANDATORY MATERIALS

BIBLIOGRAPHY

Basic bibliography

Detailed bibliography


Journals
Ámbitos
Estudios sobre Mensaje Periodístico
Comunicación y Sociedad
Comunicar
Doxa.
Palabra Clave
Revista Latina de Comunicación
Telos
Textual and Visual Media
Uztaro
Zer
Jakin
Revista Latina de Comunicación

Web sites of interest
- http://www.somosmalasana.com
- http://www.vilaweb.cat
- http://www.zonaretro.com
- http://www.granadaimedia.com
- http://www.tualbacete.com
- La comunicación local por Internet:
  http://books.google.es/books?id=UOrmLV_GyOYC&dq=comunicacion+local&printsec=frontcover&source=bl&ots=59iY-6hCWs&sig=8-_BXTHInTM5Y1FBaqjSaUzlY20&hl=es&sa=X&oi=book_result&resnum=5&ct=result#PPA15,M1
  - http://www.euskaltzaindia.net/arauak/

- Vademécul de Español Urgente: http://www.agenciaefe.com/esurjente/lenguas/

- Gramática y ortografía española: http://www.indiana.edu%7Ecall/lengua.html


- http://topagunea.eus/
- http://goiena.eus/
- http://hitza.eus/
- http://anboto.org/
- http://www.herrikolare.org
OBSERVATIONS

STUDENTS ARE ENCOURAGED TO BRING THEIR COMPUTERS TO THE CLASSROOM IN ORDER TO COMPLETE THE REQUIRED THEORETICAL AND PRACTICAL ASSIGNMENTS.

Students will fail the course if they commit any type of plagiarism either in the theory or the practical assignments during the semester or in the final exams, according to the Protocol about academic ethics and prevention of dishonest or fraudulent practices in the evaluation exams and academic works at the UPV/EHU, adopted by the University of the Basque Country on May 22nd, 2019.