In addition to the general offer of courses taught in English, some Centers also offer for incoming students English Friendly Courses (EFC):

subjects taught in Spanish, in which the syllabus summary, lecturer tutoring, examinations and/or papers are available in English.

<table>
<thead>
<tr>
<th>FACULTY OF SOCIAL AND COMMUNICATION SCIENCES (323)</th>
<th>SEMESTER</th>
<th>CREDITS</th>
<th>SCHEDULE(^1)</th>
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<tbody>
<tr>
<td>27086 Análisis del Entorno Económico</td>
<td>Sep. 20 - Jan. 2021</td>
<td>6</td>
<td>M</td>
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<tr>
<td>25010 Sociología de la Vida Cotidiana</td>
<td>Sep. 20 - Jan. 2021</td>
<td>6</td>
<td>M</td>
</tr>
<tr>
<td>27117 Medios de Comunicación Local: Creación de un Producto</td>
<td>Sep. 20 - Jan. 2021</td>
<td>6</td>
<td>M</td>
</tr>
<tr>
<td>27198 Política Comparada</td>
<td>Sep. 20 - Jan. 2021</td>
<td>6</td>
<td>M</td>
</tr>
<tr>
<td>27083 Comunicación Comercial, Corporativa e Institucional</td>
<td>Sep. 2020 - Jan. 2021</td>
<td>6</td>
<td>M</td>
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<tr>
<td>25031 Ciencia, Tecnología y Gestión del Conocimiento</td>
<td>Jan. 2021 - May 2021</td>
<td>6</td>
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<tr>
<td>27191 Análisis Político y Prospectiva Electoral</td>
<td>Jan. 2021 - May 2021</td>
<td>6</td>
<td>M</td>
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<tr>
<td>25022 Sociología Urbana</td>
<td>Jan. 2021 - May 2021</td>
<td>6</td>
<td>M</td>
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<tr>
<td>27106 Reporterismo</td>
<td>Jan. 2021 - May 2021</td>
<td>6</td>
<td>M</td>
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</tbody>
</table>

\(^1\) SCHEDULE: Morning (M)/ Afternoon (A): begins at 13.30.

By clicking the subject’s name, its Syllabus will appear.
As it has been pointed out in the different reports of the three Communication degrees available in this faculty, this subject is common to all of them in the first year. It is an introductory course that will help the students to acquire basic skills necessary for their future experience in the professional area of communication.

In the subject of Analysis of the economic environment, economic basic concepts and skills are acquired in order to understand the complex current economic reality as well as analysing governmental economic policies. On the one hand, the main principles, pros and cons of current market economies will be studied. And on the other hand, in order to justify and explain the role of the public sector, the main four macroeconomic issues are identified and analysed: the economic growth, the unemployment, the inflation and the external balance.

- To compare the underlying values, objectives, agents and institutions of different economic systems, with special attention to the market economy system.
- To identify and justify the intervention of the public sector in the economy and to be able to interpret the related indicators.
- To identify the main macroeconomic issues and imbalances: to explore their origin (the causes) and to propose economic policies to cope with them.
- To interpret the data and the socio-economic indicators related to the economic environment.

1. To understand and interpret the economic facts that are described in the mass media.
2. To find out and to learn to use the main indicators and sources of economic information.
3. To synthesize in a clear and coherent way the information collected.
4. To interpret the economic situation of a country in terms of growth, employment and stability according to the indicators selected and available information.
5. To interpret the mechanisms that lie under the free market and to think about them.
6. To justify the public sector intervention in economy.

Lesson 1: Introduction: basic concepts in the economic analysis
Lesson 2: Microeconomic analysis: market economies
  2.1 Operation of the markets: the demand and supply curves
  2.2 Market failures
Lesson 3: Economic environment and main indicators and variables
  3.1. Analysis of the supply: the GDP
  3.2. Analysis of the demand
  3.3. Analysis of the income distribution
  3.4. Analysis of the financial state
Lesson 4: Stabilization policies
  4.1. Central Bank and monetary policy
  4.2. Fiscal policy
Lesson 5: Employment and labour market
  5.1. Basic concepts and types of unemployment
  5.2. Measuring unemployment: basic concepts and indicators.
  5.3. Factors determining unemployment changes
  5.4. Employment policies
Lesson 6: Other macroeconomic imbalances
6.1. The Inflation problem
6.2. The International Economy: balance of payments and exchange rates

METHODS

The lectures will follow a theoretical-practical methodology. That is, the theory classes will be combined with training activities related to the contents seen in class. The attendance to the practical sessions will be mandatory.

TYPES OF TEACHING

<table>
<thead>
<tr>
<th>Type of teaching</th>
<th>M</th>
<th>S</th>
<th>GA</th>
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<td>79.5</td>
<td>10.5</td>
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Legend:
M: Lecture
S: Seminario
GA: Pract.Class.Work
GL: Pract.Lab work
GO: Pract.computer wo
GCL: Clinical Practice
TA: Workshop
TI: Ind. workshop
GCA: Field workshop

ASSESSMENT SYSTEMS

- Final assessment system

TOOLS USED & GRADING PERCENTAGES

- Extended written exam 70%
- Realización de prácticas, trabajos individuales o en grupo, exposición de trabajos... 30%

ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT

EVALUATION SYSTEMS

- Final evaluation system

TOOLS AND PERCENTAGES OF GRADE

- Written exam to develop: 70%
- Carrying out exercises, assignments, problems: 30%

ORDINARY CALL

The final evaluation system will be applied, in which the following will be evaluated:

- The knowledge acquired by the student through a written exam, which will represent the 70% of the total mark. IMPORTANT: In order to pass the subject, it is mandatory to obtain a minimum of 2.5 points out of 7 points in the written exam.
- The remaining 30% of the total mark will cover the exercises, problems and assignments done by the student during the course. IMPORTANT: In order to take into account the grades obtained in this kind of training activities, it is mandatory to attend the practical sessions.

The student could also be evaluated just through the written exam (about the contents seen in class) which will cover the 100% of the final mark. For doing this, the student must present a justification (in a written format) to the teacher in the first 9 weeks of the fourth-month period indicated in the academic calendar of the centre.

Renunciation: The non-presentation to the exam set in the official exams calendar will suppose the automatic renunciation to the corresponding call.

EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT

It will consist of a unique final exam that will represent the 100% of the mark of the subject. Those students that during the fourth-month period have obtained positive grades in the practical part could keep them (if they want) so that they will have to do just a written exam that will represent the remaining 70% of the final mark.

COMPULSORY MATERIALS

Material provided via Egela.
BIBLIOGRAPHY

Basic bibliography

In-depth bibliography
- Serrano, José; Durán, Gemma; Guimón de Ros, José (2009): Entorno Económico. Editorial Pirámide, Madrid.

Journals
Ekonomiaz
Información Comercial Española
Papeles de Economía Española
Revista de Economía Mundial

Useful websites
http://www.europa.eu/eurostat
http://www.ilo.org

REMARKS
SUBJECT
25010 - Sociology of Everyday Life

DESCRIPTION & CONTEXTUALISATION OF THE SUBJECT
The subject course Sociology of Everyday Life is an obligatory part of the second year of the bachelor's degree programme in Sociology. It is related to the subject courses in the first year of the bachelor's degree programme in Sociology "Foundations of Sociological Analysis" and "Social Institutions and Processes" because they represent the foundations of sociological analysis which, in this specific case, are applied to the analysis of everyday life. It is also related to the obligatory subject courses on the bachelor's degree programme in Sociology "Sociological Theory II" and "Sociological Theory III" because these work on the macro and micro theoretical aspects that shape contemporary social realities.

To do this subject course students must first have studied identifying, defining and analysing the social factors that explain processes of continuity and change in social realities. The purpose of this subject course with a view to professional practice is to critically observe and analyse the impact on most immediate, local sphere of life of the social, economic, legal, cultural and political processes previously studied from a macrosocial perspective in other subject courses.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT
- Explaining the processes in everyday life of which students are part in a sociological way.
- Critically observing and analysing the impact on their most immediate, local sphere of life of the social, economic, legal, cultural and political processes studied from a more macro perspective.
- Identifying the basic aspects of social life, such as differences in age, generation, gender and so on.
- Discerning the processes whereby society is structured in space and time, as well as the relationship between the social body and contexts.
- Differentiating between the processes that form what we understand as common sense, i.e. the repertoire of non-specialist knowledge through which we construct a sense of everyday existence.

THEORETICAL/PRACTICAL CONTENT
- Knowledge of ordinary knowledge
- How everyday life is structured in space and time
- Interpersonal relations
- Everyday life and technology
- Everyday policy: the politicisation of everyday life

METHODS
The subject course is fundamentally based on a practical piece of work about students' everyday life, from a double standpoint of analysis and intervention. The analytical dimension will be worked on through practical group and individual work and the writing of research reports. The intervention dimension will call for ethnographic techniques and interventions in students' everyday life with appropriate documentation and collection of information.

TYPES OF TEACHING

<table>
<thead>
<tr>
<th>Type of teaching</th>
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<tr>
<td>Hours of study outside the classroom</td>
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ASSESSMENT SYSTEMS
- Final assessment system

TOOLS USED & GRADING PERCENTAGES
- Individual work 40%
- Team work (problem solving, project design) 40%
- Exposition of work, readings, etc. 20%

ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT
Systems of assessment
SYSTEM OF CONTINUOUS ASSESSMENT

SYSTEM OF FINAL ASSESSMENT

Marking tools and percentages:

INDIVIDUAL PAPERS 40%

GROUP WORK (PROBLEM-SOLVING, DESIGNING PROJECTS) 20%

PRESENTATION OF WORK, READINGS... 20%

Active, critical participation in class and doing the exercises set from time to time by the tutor 20%

Ordinary Session: Guidance and Withdrawal:

CONTINUOUS ASSESSMENT

- 40% of the final mark. Individual paper on the whole subject area. Each student will conduct a sociological analysis of his/her everyday life, using for this the analytical theories and categories worked on beforehand in class.
- 40% of the final mark. Group and individual work on different parts of the subject matter.
- 20% of the final mark. Active, critical participation in class and doing the exercises set from time to time by the tutor.

Students must obtain a mark better than 4 for the individual work in order to be assessed for the other exercises.

FINAL EXAMINATION: a final examination will be set for all students unable, for proven reasons, to attend classes regularly or who have not passed in the work set in the course of the classes. 100% of their mark will depend on the answers given in this examination. The said examination will take place in the location and at the time stipulated by the centre.

EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT

Extraordinary Session: Guidance and Withdrawal

Those who do not pass the course will be subject, depending on whether or not they have attended classes regularly, to the same system of assessment as the previous session. Students may also opt for assessment through a final examination.

COMPULSORY MATERIALS

Material distributed in class or uploaded to the eGela platform by lecturing staff.

BIBLIOGRAPHY

Basic bibliography


In-depth bibliography

Garfinkel, H., 2006, Estudios en etnometodología, Anthropos, Barcelona
Habermas, J., Historia y crítica de la opinión pública, Bartzelona: Gustavo Gili, 1999

Journals

ATHENEA DIGITAL
EMPIRIA
INGURUAK
PAPERS
Useful websites
Sociología Ordinaria. Aprendiendo de lo banal, lo frívolo y lo superficial: http://sociologiaordinaria.com/
SUBJECT

27117 - Local Media: Creating an Information Product

ECTS Credits: 6

DESCRiPTION & CONTEXTUALISATION OF THE SUBJECT

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.

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.

THEORETICAL/PRACTICAL CONTENT

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

METHODS

CLASS TIME: THEORY AND PRACTICE:
The subject is divided into four-hour weekly sessions: three hours for theory and one hour for class assignments. The students will be divided into subgroups for the practical assignments, which will be done in 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).

The final score is divided into three parts. The first and the second parts are done in groups, and the third part is individual. The score for the first two parts will be the same for all the group members unless individual efforts are proved to be unequal. The score for the third part will be individual:
1-Development and presentation of a topic: 30 points
2-Creation of a local news product: 50 points
3-Class exercises: 20 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 (a minimum of 30 out 50 points for the development and presentation of a topic, and a minimum of 12 out of 20 points for the class exercises).

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 with the lowest score obtained if they have failed the theory, the practice or both. However, they will have to retake only the failed part (theory, practice or both) in the recall exam in June.

**TYPES OF TEACHING**

<table>
<thead>
<tr>
<th>Type of teaching</th>
<th>M</th>
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Legend:  
M: Lecture  
S: Seminario  
GA: Pract.Class.Work  
GO: Pract.Lab work  
GCL: Clinical Practice  
TA: Workshop  
TI: Ind. workshop  
GCA: Field workshop

**ASSESSMENT SYSTEMS**

- Continuous assessment system
- Final assessment system

**TOOLS USED & GRADING PERCENTAGES**

- Practical work (exercises, case studies & problems set) 70%
- Team work (problem solving, project design) 30%

**ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT**

**FIRST CALL EXAM IN JANUARY:**
Students who choose not to do the ongoing evaluation system will have to pass a theory exam and a practical part separately in order to pass the course. The theory exam (not a test) will be based on the contents given by the professor during the semester. 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 and last around 2 hours.

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 with the lowest score obtained. 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 8th., 2019. 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 22nd., 2019.

**EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT**

**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 duration and 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 2019-2020 academic year with the lowest score obtained. 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.

**COMPULSORY MATERIALS**

online community news. Oxon: Routledge.

BIBLIOGRAPHY

Basic bibliography

In-depth bibliography

Journals

Useful websites

REMARKS
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.
SUBJECT
27198 - Comparative Politics
ECTS Credits: 6

DESCRIPTION & CONTEXTUALISATION OF THE SUBJECT
The aim of this subject course is to study, from a comparative standpoint, the main features of different political systems selected as cases of special interest (the United Kingdom, the USA, France and Germany). The idea of this is to describe the practical functioning of structures, players and dynamics already dealt with on other subject courses, as well as demonstrating the usefulness of the comparative method in the study of political science. Comparative analysis of complex political systems.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT
C1. Understanding the main theories and methodological aspects in the comparative study of political systems.
C2. Identifying features and classification of contemporary political systems on the basis of their main organisational and functional features.
C3. Distinguishing the specific features of a series of specific political systems according to their relevance.
C4. Developing the abilities of critical reasoning and argument.
Also, the following transversal competencies of the 4th year of the degree in Political Science and Public Administration will be worked on and assessed:
C5. Understanding the fundamentals of comparative analysis as applied to the study of political systems and transformation of the state and public administration.
C6. Understanding the impact of ideologies, interest groups and political and social movements on the political process, in order to design tools and plans for mediation and to manage conflicting interests in the domestic and international spheres.

THEORETICAL/PRACTICAL CONTENT
1. Comparative politics and the comparative method.
2. The political system as a product of the historical process.
4. Comparative forms of regional government.
5. Political cultures and subcultures.
6. Comparative party systems.
7. Multidimensional comparison and contemporary empiricism.

METHODS
Lectures will be combined with activities, practical work and tasks to be performed in the classroom and at home (reading, discussing videos, debates, presentations etc.). This subject course is primarily lecture-based (5.3 credits), with some practical work (0.7 credits).

TYPES OF TEACHING

<table>
<thead>
<tr>
<th>Type of teaching</th>
<th>M</th>
<th>S</th>
<th>GA</th>
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</table>

Legend:
GCL: Clinical Practice       TA: Workshop       TI: Ind. workshop       GCA: Field workshop

ASSESSMENT SYSTEMS
- Final assessment system

TOOLS USED & GRADING PERCENTAGES
- Extended written exam 50%
- Practical work (exercises, case studies & problems set) 50%

ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT
To pass the subject course, students can choose between two different forms of assessment:
1. Mixed system of assessment consist of:
a. WRITTEN EXAMINATION TO BE SAT 50%
b. PRACTICAL WORK (EXERCISES, CASE STUDIES OR PROBLEMS) and/or assessment test during the course: 50%
2. Final assessment: The assessment will consist of sitting a written examination and/or a test (scoring a maximum of 10 out of 10).

EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT
The extraordinary session will be assessed through a written examination and/or test on the subject matter taught in the class (scoring a maximum of 10 out of 10).

COMPULSORY MATERIALS

BIBLIOGRAPHY

Basic bibliography

In-depth bibliography

Journals
-Comparative Politics
-European Journal of Political Research
-Party Politics
-Revista de Estudios Políticos
-Revista Española de Ciencia Política
-West European Politics.

Useful websites
http://www.europeansocialsurvey.org/
http://ec.europa.eu/public_opinion
www.undp.org
http://www.idea.int/
http://www.parliament.uk/
http://www.house.gov/
http://www.assemblee-nationale.fr/
http://www.bundestag.de/htdocs_e/index.html
# TEACHING GUIDE 2019/20

<table>
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<tr>
<th>Centre</th>
<th>323 - Faculty of Social and Communication Sciences</th>
<th>Cycle</th>
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<tr>
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<td>Year</td>
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</table>

## SUBJECT

| 27191 - Political Analysis & Election Forecasting | ECTS Credits: 6 |

## DESCRIPTION & CONTEXTUALISATION OF THE SUBJECT

The central aim of the subject course is to familiarize students with the tools and mechanisms of applied political analysis, from the approach to the problem to drawing up a report with diagnosis or proposals.

## COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

### SKILLS

The curriculum of the degree in Politics and Public Administration includes as basic skills the ability to compile and interpret relevant data, as well as students being able to apply their knowledge in a professional way and possessing the skills usually demonstrated in drawing up and defending arguments and solving problems in their area of study.

1. **General skills**
   
   These include, among others, the following general skills:
   
   **C1.** Understanding the meaning and relevance of methodological concepts, theories and approaches to observing phenomena in the political environment.
   
   **C2.** Identifying the political actors in a particular context, their abilities and their behaviour, in order to analyse their effects on the political system and foresee scenarios.
   
   **C3.** Becoming familiar with electoral processes, from the formation and expression of political preferences to the representative logic of democratic systems, in order to design political communication campaigns, define post-electoral scenarios or interpret their results.
   
   **C4.** Prepare indicators to work with quantitative and qualitative data, to identify, analyse and assess different dimensions of political phenomena and the operation of institutions and administrations.
   
   **C5.** Produce a brief piece of research work, the purpose of which is for the student to understand the process of drawing up political research, and as preparation for working on the final degree project in the last year.

2. **Specific skills**

   To acquire the above general skills, this subject course concentrates on developing the following specific skills:

   **C1.** Understanding the patterns of change and continuity in electoral trends, paying particular attention to the Basque And Spanish cases (synchronic and diachronic, spatial and temporal electoral analysis, and by types of election).
   
   **C2.** Drawing up and applying analytical indices to study election results.
   
   **C3.** Assessing the impact of political preferences on party structure and their effects on electoral systems.
   
   **C4.** Understanding the possibilities of surveys for political analysis and learning to read data from them strategically in order to predict results and advise political actors in their decision-making.
   
   **C5.** Understanding the state and dynamics of electoral competition in order to define strategies and help to design communication campaigns and strategies.
   
   **C6.** Having the ability to conduct post-electoral analyses with real data obtained from databases available on the net, both at macro (aggregate data) and micro (survey) level.

## CONTEXTUALISATION

The curriculum structure of this subject course means it does the following:

1. It forms part of the topic block on Political Analysis, aimed specifically at developing the skills required for the professional profile of political consultants and advisors, for strategic analysis and for foreseeing scenarios;
2. It relies on the content of the 2nd-year subject courses in Political Representation and Parties and Political Behaviour, as well as instrumental subject courses;
3. Due to its applied orientation it is a fundamental point of reference for the subject courses that make up the topic block on Political analysis in the 3rd and 4th years.

## THEORETICAL/PRACTICAL CONTENT

### SUBJECT MATTER

**Module 1. Elections in the Basque Country and Spain.**
- Electoral data.
- Types of elections: higher and lower-level elections.
- Diachronic analysis of elections: periodisation.
- Effects of the electoral system: representation and governability.

**Module 2. Types of political/electoral studies.**
- Qualitative and quantitative.
- Aggregate and sample-based.
- Political and electoral surveys.
- Estimates of electoral behaviour and vote projection.
Module 3. Patterns of electoral behaviour and the structure of competition.
- Mobilisation.
- Competitiveness.
- Polarisation.
- Fragmentation.
- Volatility.
- Changes in the conditions of party competition.
Module 4. Turnout in elections.
- Levels and factors in turnout.
- Studying abstention.
Module 5. The social basis of electoral behaviour.
- Cleavages and segmentation.
- The weakening of traditional cleavages or the appearance of new cleavages. 5.3. The sociological profile of electorates.
Module 6. Political factors in the vote.
- Parties, leaders and political context.
- The rational voter: strategic voting and economic voting.
- Individual reasons for voting.

**METHODS**

**TAUGHT CLASSES**
The basic systematic, conceptual and methodological contents of the programme are explained, with the aim of making it easier for students to understand them and to seek out further information. They are obligatory and are participative and dynamic in nature. Students’ active participation will be taken into account in their assessment.

**PRACTICAL CLASSES**
Within normal teaching hours, these set out to work on practical and methodological aspects of the subject matter, by using relevant materials, readings or case studies. They should result in short pieces of written work and presentations, which may be individual or in small groups. They are necessarily participative and essential to assessment. They are of two kinds: a) those that form part of the taught classes; and b) those in the practical classes as such. In the latter case, they take the form of small exercises and analysis of data, either individually or in small groups, according to the specific guidelines given by the teacher. The main aim is to approach the concepts learnt in theoretical classes in a practical way, by analysing real electoral data and surveys, both pre- and post-electoral. In addition, in IT practice students will learn a series of methodological tools that will serve both for these practical sessions and to face of the preparation of the final research work.

**TYPES OF TEACHING**

<table>
<thead>
<tr>
<th>Type of teaching</th>
<th>M</th>
<th>S</th>
<th>GA</th>
<th>GL</th>
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<th>GCL</th>
<th>TA</th>
<th>TI</th>
<th>GCA</th>
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<tbody>
<tr>
<td>Classroom hours</td>
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**Legend:**

**ASSESSMENT SYSTEMS**
- Final assessment system

**TOOLS USED & GRADING PERCENTAGES**
- Extended written exam  30%
- Multiple choice test  20%
- Oral defence  20%
- Practical work (exercises, case studies & problems set)  10%
- Individual work  20%

**ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT**
This system of assessment will be the same both for the ordinary session and for the extraordinary one.

**MIXED ASSESSMENT** (criteria explained below).
Assessment of the personal work, knowledge and skills acquired by the student during the course results in a conventional numerical mark from 0 to 10 points, with 5 points being the minimum pass mark for the subject course, according to the following weighting.

- Basic learning: up to 5 points
- Assessment of the content of this block will be through a final examination and a final interview, both obligatory, covering:
a) the conceptual and methodological part of the course, and b) the personal work done. Their combined weighting will be 50% of the final mark, and the former must be passed in order to pass the course.

The final written test will take into account the teacher's presentations in class and the compulsory texts. Passing the test is an essential requirement to go on to the oral test and pass the course. Its weighting in the final mark will be 30% (or 3 points).

The oral test is compulsory for those who meet the minimum requirements, it serves to improve their mark and its weighting in the final mark will be 20% (or 2 points).

Points will be given for: 1) appropriacy of the answer to the question set; 2) clarity, order and logic in the ideas and arguments presented; 3) theoretical appropriacy and conceptual accuracy in answers; 4) the ability to give examples in answers and extract practical consequences and relationships in the political context; 5) knowledge and mastery of the materials used on the course; 6) explanation of the practical tasks performed, both individually and in a group; 7) exposition of the main conclusions of these practical tasks.

b) Practical activities: up to 5 points

Remember these are of two kinds: a) those that form part of the taught classes; and b) those in the practical classes as such.

a) Those corresponding to taught classes or exercises in class (a) are worth 20% (or 2 points) of the final mark.
b) A final paper corresponding to the practical classes, in accordance with the specific guidelines given by the teacher.

This final paper will be compulsory in nature and be worth 30% (or 3 points) of the final mark; at least 1.5 points must be scored to pass the course and go on to the oral examination.

Points will be given for: 1) the appropriacy and theoretical/practical accuracy of the answers in relation to the questions set; 2) the use of techniques and/or methods to solve the questions set; 3) the work on documentation and gathering information done by each student and/or group; 4) the clarity of the exposition, correct choice of arguments and coherence of written discourse.

EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT

Assessment of content in the extraordinary session will be through a final examination and a final interview, both obligatory, covering: a) the conceptual and methodological part of the course, and b) the personal work done.

COMPULSORY MATERIALS


BIBLIOGRAPHY

Basic bibliography

FERNÁNDEZ SANTANA, J.O. (1994); Diseño y utilidad de las encuestas preelectorales, Servicio Central de Publicaciones del Gobierno Vasco, Bilbao.

In-depth bibliography

preelectorales" en Actas del V Seminario sobre Investigaciones Políticas. Madrid, AEDEMO, pp. 219-245.

Journals
Revista Española de Ciencia Política
Revista Española de Investigaciones Sociológicas
Electoral Studies

Useful websites
http://www.euskadi.net/elecciones/indice_c.htm
http://www.infoelectoral.mir.es/

REMARKS
Active participation in the practical programme by students will be on computers, using office and statistical analysis software (basically Word, Excel and SPSS). Before each session a script will be provided via Moodle to follow the session, including graphic media and an outline of the main steps to be taken in the session, depending on the software to be used. Moreover, reference material to do the hand-in exercises will be supplied by the same channel.
SUBJECT
25022 - Urban Sociology  

DESCRIPTION & CONTEXTUALISATION OF THE SUBJECT
Urban Sociology is a compulsory third course subject. Urban sociology is a subject with an important theoretical and practical load. At the present time, the enormous population growth of the cities and the transformations that take place within generate a significant production in the sociological literature as well as in the applied research. The subject of Urban Sociology approaches the current reality of cities from theory as well as from practice.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

COMPETENCES:
- To analyze the sociological theoretical-methodological frameworks in the study of the cities and the urban question (this competence crosses with competences 1-4-6-8 of the module).
- To analyze and interpret the problems inherent to cities and the urban environment, taking into account the social, cultural and spatial factors (this competence crosses with competences 1-4-6-8 of the module).
- To analyze and relate the implications between the urbanization process and other relevant social processes; Between the evolution of urban forms and the transformations of contemporary societies (this competence crosses with competences 1-4-6-8 of the module).
- To elaborate, use and interpret indicators and instruments of social measurement (this competence crosses with competences 1-4-6-8 of the module).
- Analyze and produce quantitative and qualitative data (they cross with the competences 1-4-6-8 of the module).
- Design an applied research with the choice of the pertinent techniques in each case (they cross with the competences 1-4-6-8 of the module).
- To analyze and design policies aimed at addressing urban problems (this competence crosses with competences 1-4-6-8 of the module).

LEARNING OUTCOMES:
- To be able to describe the main theoretical models existing in the urban framework.
- Ability to analyze the main elements of urban reality.
- To know how to carry out an applied research.

THEORETICAL/PRACTICAL CONTENT

THEORETICAL PROGRAM
Introduction
1. The origins of the city
2. The city thought: paradigms and theories
3. The city lived: social and economic perspectives
4. The built city: urban planning and policies

PRACTICAL PROGRAM
Socio-urbanistic diagnosis of an urban unit
GIS software
Field Practices (they materialize during the course)

METHODS
Different methodologies
- Master classes
- Audiovisual
- Practical classes (individual & in group)
- Tutorial classes
- Out of university practical classes

TYPES OF TEACHING

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Legend:  
M: Lecture  
S: Seminario  
GA: Pract.Class.Work  
GL: Pract.Lab work  
GO: Pract. computer wo  
GCL: Clinical Practice  
TA: Workshop  
TI: Ind. workshop  
GCA: Field workshop
### ASSESSMENT SYSTEMS
- Final assessment system

### TOOLS USED & GRADING PERCENTAGES
- Extended written exam 50%
- Practical work (exercises, case studies & problems set) 15%
- Individual work 30%
- Exposition of work, readings, etc. 5%

### ORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT
Continous Evaluation
- exam (50%)
- practical exercises (50%)
Alumni can adopt the final evaluation during the first nine weeks of the course through a written note to the lecturer.

Final Evaluation
- exam (50%)

Alumni can leave up the Continous Evaluation through a written note to the lecturer at least one month before the end of the classes.

### EXTRAORDINARY EXAM CALL: GUIDELINES & DECLINING TO SIT
Exam (100%).

### COMPULSORY MATERIALS
Lecturer’s notes.

### BIBLIOGRAPHY

#### Basic bibliography

#### In-depth bibliography
- MUMFORD, Lewis. (1961): The City in History, Harcourt Inc

#### Journals
Urban studies

#### Useful websites
- unhabitat.org

### REMARKS
SUBJECT: REPORTING

DESCRIPTION AND BACKGROUND OF THE SUBJECT

Reporting can be considered a crucial subject in the degree of Journalism and it is closely connected with all the courses focused on the journalistic writing skills. In fact, Reporting develops and deepens the basic knowledge about the issue learnt in the first years of the degree. The subject is based on the genre of reportage and it goes in depth in its elaboration through theory and practical work. Attention is paid as well to investigative journalism.

SKILLS AND LEARNING OUTCOMES

Report becomes the focus of a course that pursues complementing, widening and developing the skills learnt by students in the course of Information Genres, whose syllabus includes the introduction and the first contact with reporting. The written journalism is the reference in both courses.

Goals

- Promotion of analytic and critical reading of reports. A good reporter must be a good reader of reports. This fact implies frequent reading of reports and the capability to recognise and identify the distinguishing elements of a quality reportage.

- Deepening in journalistic writing. Narrative resources to present, structure and synthesise the content will be deployed by students.

- Knowledge and familiarisation with the expertise needed to make a report. Writing is the final stage, but it only represents part of the reporter’s duties. Students have to know the entire process, which includes selection of topics, decision about the point of view, collection of previous data, search and contact with sources, personal and documentary.

- It is essential to make aware students about the importance of an accurate reporting, made honestly according to professional deontology. To achieve it, students have to embrace the limits they must respect.

Skills

The teaching programme is oriented to the development of a series of specific skills related to the subject and a series of general or global skills associated with the degree.

Specific skills:
Analysis of reports: best practises and mistakes

Election of suitable topics

Capability of choosing the perspective of the report

Proper choice of sources and suitable treatment

Style of writing a report

THEORETICAL SYLLABUS

1. Definition. What reporting is?

2. History of reporting
   2.1. Reporting origins
   2.2. Influence of New Journalism
   2.3. Kapuscinski model

3. Typology of reportage
   3.1. Typology by José Luis Martínez Albertos
   3.2. Typology by Álex Grijelmo
   3.3. Typology by Miguel Ángel Bastenier
   3.4. Typology by Begoña Echevarría

4. Structure of report
   4.1. Writing headlines
   4.2. How to begin a report
   4.3. How to structure a report
   4.4. How to close a report

5. Style of reporting
   5.1. Clarity, conciseness and precision
   5.2. Accuracy and rhythm
   5.3. Creativity and literary expression

6. How to design a report
   6.1. Guideline to choose the topic
   6.2. The importance of perspective
   6.3. Management of sources
6.4. Verification of information
6.5. Selection of information

7. Contemporary reporting: new trends

7.1. The interpretative condition
7.2. Literary writing
7.3. The influence of reporting in news

PRACTICAL SYLLABUS

1. Analysis of a variety of reporting models
2. Writing structural parts of a report
3. Writing different types of reports

METHODOLOGY

The main aim of this subject is that students achieve a deep knowledge of reporting. Within this focus, theory and practise have to be integrated and coordinated.

- Theoretical lectures. Lectures are combined with analysis of reports. Theoretical learning will be assessed in a writing or multiple choice exam.

- Practical works. Creation, writing and correction of reports and works related to reporting. Every student has to write some reports based on real facts that he/she has to look for, discover and study out of class-time. Thus, he/she is going to keep in touch with reality and he/she has to obtain and use his/her own sources.

ASSESSMENT SYSTEM

Type of assessment: combined assessment

Practical works will be mainly individual. Assessment is based on two parts.

Practise: continuous assessment of practical works during the quarter. At its end, students with the majority of works passed will avoid the practical exam. Practise represents 70% of global mark.

Theory: exam about the theoretical concepts treated in lectures. Theory represents 30% of global mark.

FINAL ASSESSMENT

Final assessment consists of a theoretical part and a practical one that will be evaluated
separately (the practical part represents 70% of the mark and the theoretical part represents 30%).

To pass the subject, passing both parts singly is required.

**BASIC REFERENCES**


**SPECIFIC REFERENCES**


