25333 - Digital Communication and Information

Información del Plan Docente

Academic Year	2016/17
Academic center	103 - Facultad de Filosofía y Letras
Degree	272 - Degree in Journalism
ECTS	6.0
Course	4
Period	First Four-month period
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

See "Learning activities " and "Syllabus".

More information will be provided on the first day of class.

5.2.Learning activities

- Theoretical lectures.
- Practical lectures.
- Individual work.
- Personal study.
- Assessment activities.

5.3.Program

* How and why media convergence has transformed the media and the role that journalists play in this change.

* The principles of digital communication and the construction of communicative and informative parameters that are consistent with network society.

* The industrial and business sector of the media regarding network and digital society.

* Proactive audiences, their new profiles, online communities, social prestige and social media.

* From analogue and traditional writing to integrated, digital writing.

* Publication and dissemination under constant construction and exchange of informative stories.

5.4.Planning and scheduling

See the academic calendar of the University of Zaragoza (http://academico.unizar.es/calendario-academico/calendario) and the website of the Faculty of Philosophy and Arts (*Schedule* of *classes* : https://fyl.unizar.es/horario-de-clases#overlay-context=horario-de-clases; Examination schedule: https://fyl.unizar.es/calendario-de-examenes#overlay-context=)

More information will be provided on the first day of class.

5.5.Bibliography and recomended resources

The recommended bibliography can be found on the University of Zaragoza Library website (http://psfunizar7.unizar.es/br13/eGrados.php?id=139&p=1)