

25333 - Digital Communication and Information

Syllabus Information

Academic Year: 2019/20

Subject: 25333 - Digital Communication and Information

Faculty / School: 103 - Facultad de Filosofía y Letras

Degree: 272 - Degree in Journalism

ECTS: 6.0

Year: 4

Semester: First Four-month period

Subject Type: Compulsory

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

See "Learning activities " and "Syllabus". More information will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures.
- Practice sessions.
- Autonomous work and study.
- Assessment tasks.

4.3.Syllabus

The course will address the following topics:

- Topic 1. How and why media convergence has transformed the media and the role that journalists play in this change.
- Topic 2. The principles of digital communication and the construction of communicative and informative parameters that are consistent with network society.

- Topic 3. The industrial and business sector of the media regarding network and digital society.
- Topic 4. Proactive audiences, their new profiles, online communities, social prestige and social media.
- Topic 5. From analogue and traditional writing to integrated, digital writing.
- Topic 6. Publication and dissemination under constant construction and exchange of informative stories.

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Facultad de Filosofía y Letras website <https://fyl.unizar.es/>

4.5. Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Cobo, Silvia. Internet para periodistas : ¿kit? de supervivencia para la era digital / Silvia Cobo . 1ª ed. en lengua castellana Barcelona : Editorial UOC, 2012
- [BB] Manovich, Lev.. El lenguaje de los nuevos medios de comunicación : la imagen en la era digital / Lev Manovich. Barcelona [etc.] : Paidós Ibérica, 2005
- [BB] Marta-Lazo, Carmen. Comunicación digital : un modelo basado en el Factor R- Elacional / Carmen Marta-Lazo, José Antonio Gabelas ; prólogo de Sara Osuna Acedo . - 1ª ed. en lengua castellana Barcelona : UOC, 2016
- [BB] Pavlik, John V.. El periodismo y los nuevos medios de comunicación / John Pavlik Barcelona : Paidós, D.L. 2005
- [BB] Porto, Denis. Periodismo transmedia : reflexiones y técnicas para el ciberperiodista desde los laboratorios de medios interactivos / Denis Porto, Jesús Flores . Madrid : Fragua, 2012
- [BB] Ryan, Marie-Laure. La narración como realidad virtual : la inmersión y la interactividad en la literatura y en los medios electrónicos / Marie-Laure Ryan ; [traducción de María Fernández Soto]. Barcelona : Paidós Ibérica, 2004