

**1. General information****Course:** INFORMATIVE DOCUMENTATION**Code:** 16502**Type:** BASIC**ECTS credits:** 6**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION**Academic year:** 2021-22**Center:** 12 - FACULTY OF COMMUNICATION**Group(s):** 30**Year:** 1**Duration:** First semester**Main language:** Spanish**Second language:** English**Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N**Lecturer:** AZAHARA CAÑEDO RAMOS - Group(s): 30

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

- The Informative documentation was always a necessary tool for the good professional exercise of journalism, but it has become indispensable today. Indeed, due to the explosion of new digital media and social networks, which often involve the proliferation of dubious sources and the so-called Fake News, journalists must compete for audiences and readers in the only true journalistic way, ensuring the rigor and the informative precision that only the good use of the Documentation provides.
- Thus, it is necessary to provide future journalists with the mastery of the basic tools for the efficient management of information, for the verification of facts and data and for the proper management of journalistic sources, as well as the theory and own techniques for the creation and management of information repositories that will serve them in their work.
- It is also necessary to provide guidelines for the selection and management of digital sources, RSS and other forms of content syndication, to improve the web positioning of their work.
- Equally, it is increasingly necessary that the knowledge of search techniques and the language of recovery that is applied on the internet is also involved in the creation of digital pieces and texts to ensure, through SEO, the visibility of the information we produce and through the metrics and analytics of networks to control their impact.
- The subject is directly related to subjects such as journalistic writing, production and realization, digital journalism, investigative journalism and precision

4. Degree competences achieved in this course**Course competences**

Code	Description
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
CB04	Convey information, ideas, problems and solutions for both specialist and non-specialist audiences.
CE05	Know and apply audiovisual documentation techniques.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.

5. Objectives or Learning Outcomes**Course learning outcomes**

Not established.

Additional outcomes

- Skillfully apply documentary techniques to journalistic work
- Appreciate the documentary correction of any journalistic piece and correct its factual mistakes
- Know the main sources of information and documentation for the informative work
- Critically evaluate information sources and select them according to the informative precision
- Find, select and order the sources (personal, institutional and documentary) for each journalistic work
- Apply Fact-Checking techniques to evaluate data and sources and effectively combat Fake News
- Usefully manage any type of information repository, whether physical or digital
- Behave in accordance with the principles of journalistic ethics in all news situations
- Resolve complex information searches in environments of scarcity and / or information saturation
- Show the necessary competence for the preparation and presentation of academic papers
- Be able to translate complex or specialized information into an accessible journalistic language

- Be able to master access to syndicated content through RSS and other content aggregators for journalistic work
- Be able to master the specialized search engines of social networks (Twitter, Facebook ...) as a source of news and data
- Use social bookmarking as a collaborative content classification method
- Know and apply web analytics for tracking digital media
- Be able to master the techniques of SEO positioning to optimize content in internet

6. Units / Contents

Unit 1: RESEARCH AND INFORMATION SCIENCE

Unit 1.1 The academic text

Unit 2: INFORMATION SCIENCE AND JOURNALISM

Unit 2.1 Information Manager and Journalists in the digital era

Unit 2.2 Functions and moments of Information Science in Journalism

Unit 3: JOURNALISTIC SOURCES AND DOCUMENTARY SOURCES

Unit 3.1 Information sources Guide (personal, institutionals and documentary)

Unit 3.2 Internet as a source of information sources

Unit 3.3 Search machine and retrieval languages

Unit 4: WWW AS A MEDIUM AND A INFORMATION SOURCE

Unit 4.1 Search boot and social net

Unit 4.2 Web analytics and SEO positioning

Unit 4.3 Social bookmarks and other classifications

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Writing of reports or projects [OFF-SITE]	Self-study	CB03	1.52	38	Y	N	
Class Attendance (theory) [ON-SITE]	Lectures	CB04	0.45	11.25	N	-	
Class Attendance (theory) [ON-SITE]	Reading and Analysis of Reviews and Articles	CB04	0.3	7.5	Y	N	
Project or Topic Presentations [ON-SITE]	Project/Problem Based Learning (PBL)		0.45	11.25	Y	N	
Problem solving and/or case studies [ON-SITE]	Group Work		0.45	11.25	Y	N	
Practicum and practical activities report writing or preparation [OFF-SITE]	Work with simulators	CG02	2.08	52	Y	N	
Laboratory practice or sessions [ON-SITE]	Practical or hands-on activities	CE05	0.35	8.75	Y	N	
Field work [ON-SITE]	Self-study		0.4	10	Y	N	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Theoretical papers assessment	30.00%	20.00%	Authorized individual work, micro-essays, bibliographic recensions
Assessment of problem solving and/or case studies	35.00%	15.00%	Case analysis, class practices, journalistic pieces, work with information sources and repositories, etc.
Portfolio assessment	35.00%	15.00%	Development of topics and / or objective test
Other methods of assessment	0.00%	50.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

Those students who do not participate in the continuous evaluation will be evaluated by means of an all-comprehensive final exam

The rules of plagiarism and common spelling correction for the Degree will be applied

Non-continuous evaluation:

Evaluation criteria not defined

Specifications for the resit/retake exam:

The extraordinary call will maintain the percentages of value of the different parts of the subject (practices, participation, test) that were obtained in the ordinary call

Not related to the syllabus/contents

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
	Documentación audiovisual:					

Masses Blanch, N.	documentación en la creación, producción y difusión de contenidos multimedia	UOC			2016
Caldera-Serrano, J. & Arranz-Escacha, P.	Documentación audiovisual en televisión	UOC		978-84-9029-859-6	2012
De la Cuadra, E.	Documentación cinematográfica	UOC		978-84-9064-065-4	2013
Hernández Pérez, A.	Documentación Audiovisual: metodología para el análisis documental de la Información periodística audiovisual	UCM			1992
Caridad Sebastián, M.	Documentación audiovisual	Síntesis	Madrid	8497567463	2011
Pinto Molina, M.; García Marco, F.J.; Agustín Lacruz, M ^a C.	Indización y resumen de documentos digitales y multimedia	TREA		84-9704-023-6	2002
Salazar, I.	Las profundidades de internet	TREA		84-9704-213-1	2005
Keefer, a.; Gallart, N.	La preservación de recursos digitales	UOC		978-84-9788-584-3	2007
Amat i Noguera, N.	De la Información al saber	Fundesco	Madrid		1990
Bellvesser, E. (Ed.)	L'Experiència multimedia. La documentació als mitjans de comunicació	Unió de Periodistes	Valencia		1994
Burgueño, J.M.	Los renglones torcidos del periodismo: mentiras, errores y engaños en el oficio de informar	UOC	Barcelona		2009
Carr, N.	El gran interruptor: el mundo en red, de Edison a Google	Deusto	Barcelona		2009
Carr, N.	Superficiales ¿qué está haciendo internet con nuestras mentes?	Taurus	Madrid		2011
Carrizo, G.; Irureta-Goyena, P. y López Quintana, E.	Manual de fuentes de información	Cegal	MAadrid		1994
Codina, L.	Sistemes d'informació documental	Pòrtic	Barcelona		1993
Díaz Noci, J.	La escritura digital. Hipertexto y construcción del discurso informativo en el periodismo electrónico	UPV	Bilbao		
FLANAGIN, A.J. METZGER, M.J.	Internet use in the contemporary environment				2001
Fuentes i Pujol, M. (Ed.)	Manual de Documentación periodística	Síntesis	Madrid		1995
Galdón, G.	Teoría y práctica de la Documentación periodística	Ariel	Barcelona		2002
García Gutiérrez, A.	Introducción a la documentación informativa y periodística	Síntesis	Madrid		1999
Giménez Toledo, E.	Manual de Documentación para comunicadores	EUNSA	Pamplona		2004
KOBAYASHI, Mei ; TKEDA, Koichi	Information Retrieval on the Web				2000
López, X.	Sistemas digitales de información	Pearson	MAadrid		2006
Marcos Recio, J.C.	La Documentación electrónica en los medios de comunicación	Fragua	Madrid		1999
Mayer-Schönberger & Cukier, K.	Big data. La revolución de los datos masivos	Turner Noema	Madrid		2013
Monfasani, R. y Kolesas, M.	Si Gutenberg viviera... Cómo y dónde buscar información	Fragua	MAadrid		2001
Moreiro, J.A.	MANual de Documentación informativa	Cátedra	Madrid		2000
Noguera, J.M.	Las claves para dominar el SEO	Createspace Independent Publishing Platform		1496193679	2014
Peñarroya, M. & Casas, H.	Cómo ser primeros en google sin pagar	UOC	Barcelona	8490644950	2014
Pizarroso, A. et al.	Estrategias de la desinformación	Generalitat Valenciana	Valencia		2004
Reig Cruaños, J.	"Para una teoría informativa del documento"		Medellín (Colombia)		2005
Rodríguez-Romero, R. y otros.	"Introducción a los canales RSS como método de publicación y obtención de contenidos"			1027-2127	2014
Serrano, P.	Desinformación. Cómo los medios ocultan el mundo	Península	Barcelona		2009
Serrano-Cobos, J.	Introducción a la disciplina del posicionamiento	UOC	Barcelona	8490649561	2015
Simone, R.	La tercera fase. Formas de saber que estamos perdiendo	Taurus	Madrid		2001
Torres Ramírez, I.	Las fuentes de información. Estudios teórico-prácticos	Síntesis	Madrid		1998

Tramullas, J. y Olvera, M ^a D.	Recuperación de Información en Internet	Ra-Ma	Madrid		2001
Giménez Rayo, Mabel	Documentación audiovisual de televisión: la selección del material	Síntesis		978-84-9704-320-5	2007
García Gutiérrez, A.	Introducción a la Documentación Informativa y Periodística	MAD			2009
Giménez Rayo, M.	Documentación audiovisual en televisión: la selección del material	Ed. Trea		8497043200	2007
Saavedra Bendito, P.	Los documentos audiovisuales: qué son y cómo se tratan	Cátedra		84970445882	2011
Sánchez Vigil, Juan Miguel	El documento fotográfico. Historia, usos, aplicaciones	TREA	Gijón	84-9704-223-9	2006
Dondis, D.A.	La sintaxis de la imagen	Gustavo Gili	Barcelona	84-252-0609-X	1998