



1. General information

Course: SPECIALIZED JOURNALISM WORKSHOP II

Type: ELECTIVE

Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM

Center: 12 - FACULTY OF COMMUNICATION

Year: 4

Main language: Spanish

Use of additional languages:

Web site:

Code: 16339

ECTS credits: 6

Academic year: 2022-23

Group(s): 30

Duration: C2

Second language: French

English Friendly: Y

Bilingual: N

Lecturer: RUBÉN RAMOS ANTÓN - Group(s): 30

| Building/Office | Department | Phone number | Email | Office hours |
|---------------------------------|-----------------------|--------------|---------------------|--------------|
| Facultad de Comunicación / 2.10 | DPTO. EN CONSTITUCIÓN | | Ruben.Ramos@uclm.es | |

2. Pre-Requisites

Not established

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

At a time when technology facilitates widespread access to sources of information, it becomes more necessary than ever for professional journalism to offer deeper and documented interpretations of social reality, such as those presented by the different branches of journalistic specialization. This kind of journalism requires not only a different training, but also a differentiated theoretical foundation according to the different areas: scientific and cultural journalism, investigative and data journalism, mobile and brand journalism, as well as local journalism, judicial, economic, etc. Addressing sectoral audiences that demand this information requires mastering concepts, terminologies and research methods (quantitative and qualitative) that approximate journalistic practice to various branches of specialized and scientific knowledge. The workshop of Specialized Journalism tries to bring future journalists to these competitions.

4. Degree competences achieved in this course

Course competences

| Code | Description |
|------|--|
| E01 | Capacity and ability to communicate in the language of each traditional communication media (press, photo, radio, television), and in their modern combined versions (multimedia) and new digital formats (Internet), using hypertext. |
| E02 | Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium. |
| E03 | Capacity and ability to retrieve, organise, analyse and process information and communication with the aim of disseminating, conveying or processing it for private or collective use through different media and formats, or for the creation of all types of productions. |
| E06 | Capacity and ability to search, select and classify any type of relevant source or document (whether written, sound, visual, etc.) for the production and processing of information, as well as for use in persuasive communication or in fiction and entertainment. |
| E10 | Capacity and ability to design formal and aesthetic elements for written, graphic, audiovisual and digital media, as well as to use IT techniques for representation and conveyance of facts and data via infographic systems |
| E11 | Capacity and ability to use Information and Communication technologies and techniques in the different media or in combined and interactive media (multimedia) systems. |
| E13 | Capacity for devising, planning and executing Information or Communication projects. |
| E14 | Capacity to experiment and innovate by learning and using techniques and methods applied to improvement of quality and self-assessment processes. Develop capacity for autonomous learning, adaptation to change and creativity-driven innovation. |
| G02 | Knowledge about Information and Communication Technologies (ICTs). |
| G03 | Adequate oral and written communication skills. |
| G06 | Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens. |
| G10 | Learn techniques to search, identify, select and compile information, as well as the methods needed to critically analyse any type of sources, documents and facts, both to adequately process and transform them into significant information by using the relevant informative and communicative language. |

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

- Identify, select, interpret and discover matters of public interest
- Describe with journalistic precision and rigor a matter of public interest based on the investigation of its most important aspects and the collection of relevant data and sources
- Correctly analyze and rigorously interpret data and statistics from the main sources used in precision journalism
- Handle with skill the computer tools for the analysis and journalistic presentation of statistical data
- Precise handling of specialized language in the various fields of journalistic specialization (judicial, scientific, research, etc.)
- Apply the rules of the scientific method in the investigation of social problems of public interest
- Develop and develop appropriate journalistic genres or formats, according to current trends
- Discover and expose informatively relevant facts from surveys and surveys, electronic repositories of data or documentary archives

6. Units / Contents

Unit 1: LANGUAGES, GENRES, SOURCES AND FORMATS OF SPECIALIZED JOURNALISM

Unit 2: LEVELS OF SPECIALIZED JOURNALISM

Unit 2.1 Research

Unit 2.2 Precision

Unit 2.3 Data

Unit 3: APPLICATIONS OF SPECIALIZED JOURNALISM: governance, transparency and journalism

Unit 3.1 Statistics and public policies

Unit 3.2 Local Transparency and governance

Unit 3.3 Welfare state statistics

Unit 4: APPLICATIONS OF SPECIALIZED JOURNALISM (2): Public Opinion and journalistic accuracy

Unit 4.1 Surveys and polls

Unit 4.2 Political Culture and Public Opinion

Unit 4.3 In-depth interviews and live stories

7. Activities, Units/Modules and Methodology

| Training Activity | Methodology | Related Competences (only degrees before RD 822/2021) | ECTS | Hours | As | Com | Description |
|---|----------------------------------|---|--------------------------------------|-------|----|-----|-------------|
| Class Attendance (theory) [ON-SITE] | Lectures | G02 G06 | 1.4 | 35 | N | - | |
| Class Attendance (practical) [ON-SITE] | project-based learning | E01 E02 E10 E11 | 0.8 | 20 | N | - | |
| Portfolio Development [OFF-SITE] | Practical or hands-on activities | E03 E10 G06 | 2.8 | 70 | Y | N | |
| Writing of reports or projects [OFF-SITE] | Practical or hands-on activities | E01 E02 E03 | 0.8 | 20 | Y | N | |
| Final test [ON-SITE] | | | 0.08 | 2 | Y | Y | |
| Project or Topic Presentations [ON-SITE] | Problem solving and exercises | G02 G03 G06 G10 | 0.12 | 3 | 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 |
| Projects | 20.00% | 0.00% | On current issues or controversies |
| Test | 50.00% | 50.00% | |
| Oral presentations assessment | 5.00% | 0.00% | |
| Theoretical exam | 25.00% | 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:

The mark for this subject is an average of the marks obtained in all the practicals and assignments carried out during the four-month period, plus the evaluation of the presence and performance in class. In order to be eligible for the evaluation it will be necessary to obtain a minimum mark of 4 in each of the tests.

The rules on plagiarism and spelling correction common to the Degree will be applied to the presentation of assignments and written tests. Exercises, assignments and practicals that are shown to be plagiarised will receive a mark of 0 points. Repetition of plagiarism in more than one work implies automatic failure of the subject.

Any student may change to the non-continuous assessment mode as long as he/she has not participated during the period of classes in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached this 50% of evaluable activities or if, in any case, the period of classes has ended, he/she will be considered in continuous assessment without the possibility of changing assessment mode.

Non-continuous evaluation:

For those who do not follow the continuous assessment or do not have a sufficient average in the practicals and coursework, there will be an omnicomprehensive exam or equivalent work that will be worth 50% of the final mark. The other 50% will correspond to a practical (data journalism report).

In order to be able to be assessed for the course, a minimum of 4 will be required for each of these assignments.

Any student may change to the non-continuous assessment mode as long as he/she has not participated during the period of classes in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached this 50% of evaluable activities or if, in any case, the period of classes has ended, he/she will be considered in continuous assessment without the possibility of changing assessment mode.

Specifications for the resit/retake exam:

Two formulas are established for the retake exam:

- 1) the average mark obtained in the practicals during the course is maintained and the teacher will determine the form of recovery of suspended or unsubmitted practicals or, where appropriate, the performance of an exam or alternative work, which will average with the other marks.
- 2) In cases of non-continuous assessment, there will be an extraordinary comprehensive exam of the subject (50%) and the presentation of a research or report on data journalism (50%).

Specifications for the second resit / retake exam:

For the second resit / retake exam, the marks accumulated during the ordinary course will not count and the criteria for the Extraordinary Examination will be maintained.

This planning may be adapted and undergo slight modifications in the event of any extraordinary measure related to the COVID-19 health pandemic. However, even in an unforeseen scenario, we will try to maintain the assessment percentages as closely as possible to what is indicated in this guide.

| 9. Assignments, course calendar and important dates | |
|---|--------------|
| Not related to the syllabus/contents | |
| Hours | hours |
| Portfolio Development [AUTÓNOMA][Practical or hands-on activities] | 30 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 5 |
| Unit 1 (de 4): LANGUAGES, GENRES, SOURCES AND FORMATS OF SPECIALIZED JOURNALISM | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 8 |
| Unit 2 (de 4): LEVELS OF SPECIALIZED JOURNALISM | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 10 |
| Class Attendance (practical) [PRESENCIAL][project-based learning] | 6 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 5 |
| Unit 3 (de 4): APPLICATIONS OF SPECIALIZED JOURNALISM: governance, transparency and journalism | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 12 |
| Class Attendance (practical) [PRESENCIAL][project-based learning] | 4 |
| Portfolio Development [AUTÓNOMA][Practical or hands-on activities] | 20 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 5 |
| Unit 4 (de 4): APPLICATIONS OF SPECIALIZED JOURNALISM (2): Public Opinion and journalistic accuracy | |
| Activities | Hours |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 5 |
| Class Attendance (practical) [PRESENCIAL][project-based learning] | 10 |
| Portfolio Development [AUTÓNOMA][Practical or hands-on activities] | 20 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 5 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 2 |
| Project or Topic Presentations [PRESENCIAL][Problem solving and exercises] | 3 |
| Global activity | |
| Activities | hours |
| Portfolio Development [AUTÓNOMA][Practical or hands-on activities] | 70 |
| Class Attendance (practical) [PRESENCIAL][project-based learning] | 20 |
| Project or Topic Presentations [PRESENCIAL][Problem solving and exercises] | 3 |
| Writing of reports or projects [AUTÓNOMA][Practical or hands-on activities] | 20 |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 35 |
| Total horas: | 148 |

| 10. Bibliography and Sources | | | | | | |
|---|---|--------------------------------|------------------------|-------------------|------|-------------|
| Author(s) | Title/Link | Publishing house | Citv | ISBN | Year | Description |
| Campos Freire, Francisco | El cambio mediático | Comunicación social | Sevilla | 978-84-92860-25-8 | 2010 | |
| Pérez Curiel, Concha | Las fuentes en el periodismo especializado | EAE | | 3844336370 | 2011 | |
| Lee Hunter, Mark | La investigación a partir de historias. Manual para periodistas de investigación | UNESCO | | | 2009 | |
| | https://books.google.es/books?id=Mv03AwAAQBAJ&printsec=frontcover&dq=periodismo+de+investigación&hl=es&sa=X&ved=0ahUKEwin1aGlyunbAhUIQMAKHT6eDLgQ6AEITDAH#v=onepage&q=periodismo%20de%20investigación&f=false | | | | | |
| | 1 Encuentro internacional de periodismo. La vigilancia del poder. | Univ. Externado | | | | |
| González, Julián | Repensar el periodismo. Transformaciones y emergencias del periodismo actual | Universidad del Valle | | 958-670-314-2 | 2004 | |
| Aitamurto, Tanja; Sirkunnen, Esa & Lehtonen, Pauliina | Trends in Data Journalism | | | | 2011 | |
| Bello, Domingo & López García, Xosé | La divulgación del conocimiento en la sociedad de la información | Xunta de Galicia | Santiago de Compostela | | | |
| Berganza Conde, María Rosa | Periodismo especializado | Internacionales universitarias | Madrid | | 2005 | |

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|--|--|------------------------------------|-----------|------------------------|
| Blanco Barrios, Patricia | Una aproximación al periodismo de precisión | Univ. Andrés Bello | Caracas | 2001 |
| Bounegru, Lilitana; Chambers, Lucy & Gray, Jonathan | Manual de periodismo de datos http://interactivos.lanacion.com.ar/manual-data/ | Open Knowledge Foundation | | 2012 |
| Camacho Markina, Idoia Caminos | La especialización en el periodismo | Comunicación Social - Eds. y pubs. | Sevilla | 2010 |
| Marcet, José María | Periodismo de investigación. Teoría y práctica | Síntesis | Madrid | 1997 |
| Cavanilhas, João (Coord.) | Notícias e Mobilidade http://www.livrosilabcom.ubi.pt/book/94 | Labcom Books | | 2013 |
| Dader, José Luis | Periodismo de precisión: la vía socioinformática de descubrir noticias | Síntesis | Madrid | 1997 |
| Domínguez, Eva & Pérez Colomé, Jordi | Microperiodismos, aventuras digitales en tiempos de crisis | UOC | Barcelona | 2012 |
| Domínguez, Eva & Pérez Colomé, Jordi | Microperiodismos, aventuras digitales en tiempos de crisis II | UOC | Barcelona | 2013 |
| Espiritusanto, Óscar & Gonzalo Rodríguez, Paula | Periodismo ciudadano y evolución positiva de la comunicación | Arial | Madrid | 2011 |
| Esteve, Francisco & Fernández del Moral, Javier | Areas de especialización periodística | Fragua | Madrid | 1999 |
| Fernández del Moral, Javier | Periodismo especializado | Arial | Barcelona | 2004 |
| Gray, Jonathan; Bounegru, Lilitana & Chambers, Lucy (Eds.) | The Data Journalism Handbook | O'REILLY | Cambridge | 978-1-449-33006-4 2012 |
| Galdón, Gabriel | Desinformación. Método, aspectos, soluciones | EUNSA | Pamplona | 1992 |
| Galindo, Jesús (Coord.) | Técnicas de investigación en sociedad, cultura y comunicación | Pearson | México | 1998 |
| Irigaray, Fernando; Ceballos, Dardo & Manna, Matias | Periodismo digital: convergencia, redes y móviles | Laborde Libros | Rosario | 2011 |
| Kapúscinski, Ryszard | Los cínicos no valen para este oficio. Sobre el buen periodismo | Anagrama | Barcelona | 2002 |
| Lewis, Seth C. | Journalism in an Era of Big Data. Cases, concepts and critiques | | | 2014 |
| Maldonado, Ángeles & Rodríguez Yunta, Luis | La información especializada en internet. Guía de recursos | CINDOC | Madrid | 2006 |
| Mas de Xaxás, Xavier | Mentiras: viaje de un periodista a la desinformación | Destino | Barcelona | 2005 |
| Mayer-Schönberger, Viktor & Cukier, Kenneth | Big data. La revolución de los datos masivos | Turner Noema | Madrid | 978-84-15832-10-2 2013 |
| Meyer, Philip | Periodismo de precisión | Bosch | Barcelona | 1993 |
| Moreno Castro, Carolina; Gómez Mompert, Josep Lluís. & Gómez Font, Xavier (Eds.) | Periodismo de complejidad: Ciencia, Tecnología y Sociedad | Univ. Valencia | Valencia | 2004 |
| Noguera, José Manuel | Redes y periodismo. Cuando las noticias se socializan | UOC | Barcelona | 2012 |
| Ostgerwalder, Alexander & Pigneur, Yves | Generación de modelos de negocio | Deusto | Barcelona | 2011 |
| Ramón, Manuel de (Coord.) | 10 lecciones de periodismo especializado | Fragua | Madrid | 2003 |
| Reig, Ramón | Periodismo de investigación y pseudoperiodismo | Ed. Libertarias | Sevilla | 2000 |
| Salaverria, Ramón & Díaz Noci, Javier (Coords.) | Manual de redacción ciberperiodística | Universitat | Madrid | 2003 |
| Salazar, Idoia | Las profundidades de internet | Trea | Gijón | 2005 |
| Valero Sancho, José Luis | La infografía. Técnicas, análisis y usos periodísticos | UPF | Barcelona | 2001 |
| Zion, Lawrie & Craig, David | Ethics for digital journalists. emerging best practices | ROUTLEDGE | LONDON | 978-0-415-85884-7 2015 |
| Peña Acuña, Beatriz & Batalla Navarro, Pablo | Periodismo de Investigación | ACCI | | 978-84-16549-74-0 2017 |
| Fontán Allén, José Antonio | El periodismo de investigación en televisión a través del programa "Diario de..." | UCM | | 2016 |

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|---|--|--------------------------|-------------------|------|
| Sampedro, Víctor | El cuarto poder en red. Por un periodismo (de código) libre | CIESPAL | 978-9978-55-124-0 | 2015 |
| Franco, Marta & Pellicer, Miquel | Optimismo para periodistas. Claves para entender los nuevos medios de comunicación en la era digital | UOC | 978-84-9064-298-6 | 2014 |
| Esteve, Francisco & Nieto, Juan Carlos | Nuevos retos del periodismo especializado | Schedas | 978-84-942256-0-4 | |
| Sandulescu, Alexandra Maria | Fundamentos de métrica digital en las ciencias de la comunicación | UOC | 978-84-9116-916-1 | 2017 |
| Ramonet, Ignacio Bernal | La explosión del periodismo. De los medios de masas a la masa de medios | Univ. Guadalajara | 978-607-742-123-8 | 2014 |
| Treviño, Ana I. | Herramientas digitales para periodistas | UOC | 978-84-9064-493-5 | 2014 |
| Sanz, Carlos; Rubio, Ángel L. & Sotelo, Joaquín | Prensa y periodismo especializado II | Asoc. Prensa Guadalajara | 8460907554 | 2004 |