



1. General information

Course: SPECIALIZED JOURNALISM WORKSHOP I
 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: 16336
 ECTS credits: 6
 Academic year: 2022-23
 Group(s): 30
 Duration: First semester
 Second language:
 English Friendly: Y
 Bilingual: N

Lecturer: LUIS MAURICIO CALVO RUBIO - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
Facultad de Comunicación / 2.07	DPTO. EN CONSTITUCIÓN		luismauricio.calvo@uclm.es	

2. Pre-Requisites

Not established

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

This subject is related to Specialized Journalism and deepens in some areas of specialized journalism such as cultural journalism, local journalism, social journalism, mobile journalism (MOJO) and immersive journalism

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

To identify, select and discover topics of public interest.
 To analyse the role of the journalist in new professional trends.
 To acquire the knowledge and skills of informative work in magazines, newspapers, radio, news agencies, televisions, press offices and Internet.
 To analyse and compare the treatment of journalistic style in different media.
 To apply the processes of elaboration of the interpretive and opinion style: selection, interpretation, search and treatment of sources, structure and execution.
 To distinguish specialized formats and thematic areas.
 To prepare different journalistic style: news, report, interview and opinion article adapted to the audience.
 To analyse relevant journalistic trends and their sociocultural influence.
 To develop journalistic styles or formats, according to current trends.
 To contrast information from different specialized sources.

6. Units / Contents

Unit 1: Specialized journalistic message: language, style and sources

Unit 2: Journalistic production. Work in the newsroom

Unit 3: Trends in specialised journalism

Unit 3.1 Local journalism

Unit 3.2 Cultural journalism

Unit 3.3 Science, health and environmental journalism

Unit 3.4 Journalism and social issues

Unit 3.5 Economic journalism

Unit 4: Innovation, entrepreneurship and journalism projects

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]	project-based learning	E01 E02 E03 E06 E10 E11 E13 E14 G03 G10	0.72	18	N	-	
Class Attendance (practical) [ON-SITE]	Practical or hands-on activities	E01 E02 E03 E06 E10 E11 E13 E14 G03 G10	0.8	20	N	-	
Portfolio Development [OFF-SITE]	Self-study	E01 E02 E03 E06 E10 E11 E13 E14 G02 G03 G06 G10	3.6	90	Y	Y	Production of journalistic pieces in different formats
Group tutoring sessions [ON-SITE]	Cooperative / Collaborative Learning	E01 E02 E03 E06 E10 E11 E13 E14 G02 G03 G06 G10	0.76	19	Y	N	Group tutorials to distribute work, guide development and share results.
Final test [ON-SITE]	Assessment tests	E01 E02 E06 E13 G03 G06	0.08	2	Y	Y	
Other on-site activities [ON-SITE]	Assessment tests	E01 E02 E06 E13 G03 G06	0.04	1	Y	N	Current events quiz
Total:			6	150			

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
Portfolio assessment	70.00%	50.00%	Internships developed during the course (journalistic pieces)
Theoretical exam	20.00%	0.00%	On the theoretical and practical aspects of the course programme
Test	10.00%	10.00%	Current affairs test
Theoretical exam	0.00%	40.00%	On the theoretical and practical aspects of the course programme
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 final mark for the course is obtained from the sum of the marks for the practicals (70%), the final exam (20%) and the current affairs tests carried out during the term (10%).

Late assignments will not be accepted.

In order to obtain 100% of the mark for the practicals, it is necessary to present all the proposals. For each practical not submitted, in addition to a 0 in the average mark, the final mark will be reduced by a percentage similar to that represented by the work as a whole. For example, a student submits 3 of the 4 proposed practicals and obtains the following marks: 7, 8 and 7. The average mark for the practicals would be (7+8+7+0)/4= 5.5. Not having submitted an internship of 4, this mark will be reduced by 25% to 4.1.

The criteria of the Faculty of Communication regarding spelling mistakes will be taken into account.

Plagiarised exercises, assignments and practicals will be failed.

In the written tests and practicals, the student will be assessed on:

- All the theoretical material exposed and proposed by the teacher in class.
- The topics that appear in the syllabus of the subject.
- The basic and complementary bibliography.
- The proposed books and reading articles.

Students who have participated in evaluable activities that together account for at least 50% of the total evaluation of the subject will not be eligible for non-continuous assessment.

This planning may be adapted and slightly modified in the event of extraordinary measures related to the COVID-19 health pandemic. However, even in an unforeseen scenario, we will try to keep the assessment percentages as close as possible to what is indicated in this guide.

Non-continuous evaluation:

Those who opt for non-continuous assessment must submit a portfolio of work (50% of the mark) following the guidelines established on the virtual campus, take a final test (40%) and a current affairs test (10%).

In order to achieve 100% of the mark for the practicals, all the proposals must be presented. For each practical not submitted, in addition to scoring 0 for the average mark, the final mark will be reduced by a percentage similar to that represented by the work as a whole. For example, a student submits 3 of the 4 proposed practicals and obtains the following marks: 7, 8 and 7. The average mark for the practicals would be (7+8+7+0)/4= 5.5. As he/she has not submitted a practical of 4, this grade will be reduced by 25% to 4.1.

The criteria of the Faculty of Communication regarding spelling mistakes will be taken into account.

Plagiarised exercises, assignments and practicals will be failed.

Specifications for the resit/retake exam:

In the extraordinary exam, the student will take a final test on the subject syllabus (40%) and a current affairs test (10%). In addition, they must submit a portfolio of work (50%) following the guidelines established on the virtual campus.

In order to obtain 100% of the mark for the practicals, all the proposals must be presented. For each practical not submitted, in addition to a 0 in the average mark, the final mark will be reduced by a percentage similar to that represented by the work as a whole. For example, a student submits 3 practicals out of the 4 proposed, obtaining the following marks: 7, 8 and 7. The average mark for the practicals would be (7+8+7+0)/4= 5.5. Not having submitted an internship of 4, this mark will be reduced by 25%, leaving it at 4.1.

The criteria of the Faculty of Communication regarding spelling mistakes will be taken into account.

Plagiarised exercises, assignments and practicals will be failed.

Specifications for the second resit / retake exam:

In this extraordinary exam, the student will take a final test on the subject syllabus (40%) and a current affairs test (10%). In addition, they must present a portfolio of work (50%) following the guidelines established on the virtual campus.

In order to obtain 100% of the mark for the practicals, all the proposals must be presented. For each practical not submitted, in addition to a 0 in the average mark, the final mark will be reduced by a percentage similar to that represented by the work as a whole. For example, a student submits 3 of the 4 proposed practicals and obtains the following marks: 7, 8 and 7. The average mark for the practicals would be (7+8+7+0)/4= 5.5. Not having submitted an internship of 4, this mark will be reduced by 25% to 4.1.

The criteria of the Faculty of Communication regarding spelling mistakes will be taken into account.

Plagiarised exercises, assignments and practicals will be failed.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Unit 1 (de 4): Specialized journalistic message: language, style and sources	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][project-based learning]	3
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	2.5
Portfolio Development [AUTÓNOMA][Self-study]	5
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	2
Other on-site activities [PRESENCIAL][Assessment tests]	.25
Unit 2 (de 4): Journalistic production. Work in the newsroom	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][project-based learning]	3
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	2.5
Portfolio Development [AUTÓNOMA][Self-study]	5
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	2
Other on-site activities [PRESENCIAL][Assessment tests]	.25
Unit 3 (de 4): Trends in specialised journalism	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][project-based learning]	9
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	10
Portfolio Development [AUTÓNOMA][Self-study]	75
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	13
Other on-site activities [PRESENCIAL][Assessment tests]	.25
Unit 4 (de 4): Innovation, entrepreneurship and journalism projects	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][project-based learning]	3

Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	5
Portfolio Development [AUTÓNOMA][Self-study]	5
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	2
Final test [PRESENCIAL][Assessment tests]	2
Other on-site activities [PRESENCIAL][Assessment tests]	.25
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][project-based learning]	18
Group tutoring sessions [PRESENCIAL][Cooperative / Collaborative Learning]	19
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	20
Portfolio Development [AUTÓNOMA][Self-study]	90
Other on-site activities [PRESENCIAL][Assessment tests]	1
Final test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources							
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description	
Sidorenko, Pavel; Cantero, Juan Ignacio y Herranz, José María	Periodismo inmersivo cultural: una revisión actual de la situación en España https://www.researchgate.net/publication/331581898_Periodismo_inmersivo_cultural_una_revision_actual_de_la_situacion_en_Espana				2018		
Berganza, María Rosa	Periodismo especializado	Internacionales Universitarias	Madrid		2005		
Bounegru, Liliana; Chambers, Lucy y Jonathan Gray, Jonahtha.	Manual de periodismo de datos http://interactivos.lanacion.com.ar/manual-data/	Open Knowledge Foundation			2012		
Briggs, Mark	Journalism next: a practical guide to digital reporting and Publishing	Sage		978-1-4833-5685-3	2016		
Camacho Markina, Idoia (coord.)	La especialización en el periodismo: formarse para informar	Comunicación Social		978-84-92860-27-2	2010		
Caminos Marcet, José María	Periodismo de investigación. Teoría y práctica	Síntesis	Madrid		1997		
Carroll, Brian	Writing for digital media	Routledge		978-0-415-99201-5	2010		
Conteras-Pulido, Paloma y Parejo- Cuéllar, Macarena (coords.)	+ Ciencia : cómo trabajar la divulgación científica desde las radios universitarias	Comunicación Social		978-84-15544-56-2	2013		
Correia, João Carlos (coord.)	Ágora Jomalismo de Proximidade: Limites, Desafíos e Oportunidades http://www.livroslabcom.ubi.pt/pdfs/20121224-agora_ebook.pdf	Libros Labcom books			2012		
Costa Sánchez, Carmen	La comunicación en el hospital: la gestión de la comunicación en el ámbito sanitario	Comunicación Social		978-84-92860-73-9	2011		
Dader, José Luis	Periodismo de precisión: la vía socioinformática de descubrir noticias	Síntesis	Madrid		1997		
De Ramón, Manuel (coord.)	10 lecciones de periodismo especializado	Fragua	Madrid		2003		
Domínguez, Eva	Periodismo inmersivo: la influencia de la realidad virtual y del videojuego en los contenidos informativos	UOC		978-84-9029-776-6	2013		
Domínguez, Eva y Pérez Colomé, Jordi	Microperiodismos II. Aventuras digitales en tiempos de crisis	Editorial UOC	Barcelona		2013		
Domínguez, Eva y Pérez Colomé, Jordi	Microperiodismos, aventuras digitales en tiempos de crisis	Editorial UOC	Barcelona		2012		
Esteve Ramírez, Francisco y Nieto Hernández, Juan Carlos (ed.)	Nuevos retos del periodismo especializado	Shedas		978-84-942256-0-4	2014		
Espiritusanto, Óscar y Gonzalo Rodríguez, Paula	Periodismo ciudadano y evolución positiva de la comunicación http://www.fundacion.telefonica.com/es/que_hacemos/media/publicaciones/Periodismo_ciudadano.pdf	Arial	Madrid		2011		
Esteve, Francisco y Fernández del Moral, Javier	Áreas de especialización periodística	Fragua	Madrid		1999		
Fernández del Moral, Javier (coord.)	Periodismo especializado	Arial	Barcelona		2004		
Gallego Ayala, Juana	Periodismo social	Síntesis		978-84-9958-837-7	2014		
Huertas Bailén, Amparo	Yo soy audiencia: ciudadanía, público y mercado	Editorial UOC		978-84-9064-860-5	2015		
Izquierdo Labella, Luis	Manual de periodismo local	Fragua	Madrid	978-84-7074-351-1	2010		
León, Bienvenido	El documental de divulgación científica	Paidós		978-84-493-0727-0	2007		
Libaert, Thierry	Comunicación y medio ambiente: el pacto imposible	Editorial UOC		978-84-9029-228-0	2012		
López García, Xosé	Ciberperiodismo en la proximidad	Comunicación social		978-84-96082-72-4	2008		
López Hidalgo, Antonio	Periodismo de inmersión para desenmascarar la realidad	Comunicación Social		978-84-15544-34-0	2013		
Manfredi Sánchez, Juan Luis	Metodología de trabajo para generar modelos de negocio y proyectos emprendedores en el ámbito periodístico http://www.cuadernosartesanos.org/2015/cac76.pdf	Cuadernos Artesanos de Comunicación	La Laguna	978-84-15698-93-7	2015		
Meyer, Philip Nafria, Ismael	Periodismo de precisión: nuevas fronteras para la investigación periodística La reinención de The New York Times http://www.ismaelnafria.com/nytimes/suscripcion-newsletter-y-descarga-libro/	Bosch Comunicación	Barcelona		1993 2017		
Osterwalder, Alexander y Pigneur, Yves	Generación de modelos de negocio: un manual para visionario	Deusto		978-84-234-2799-4	2015		
Papper, Robert	Broadcast news writing stylebook	Pearson		978-0-205-61258-	2010		

Reig, Ramón	Periodismo de investigación y pseudoperiodismo. Realidad, deseos y falacias	Libertarias	Madrid	1	2000
Rodríguez Pastoriza, Francisco	Periodismo cultural	Síntesis		84-9756-356-5	2006
Roitberg, G. y Píccato, F. (coords.)	Periodismo disruptivo: dilemas y estrategias para la innovación	La Crujía		978-987-601-245-4	2015
Salaverria Aliaga, R. y Díaz Noci, J. (coords.)	Manual de redacción ciberperiodística	Ariel	Barcelona		2003
Seijas, Leopoldo	Estructura y fundamentos del periodismo especializado	Universitas	Madrid		2003
Sobrados León, Maritza (coord.)	Presente y futuro en el periodismo especializado	Fragua	Madrid	978-84-7074-555-3	2013
Sánchez Gómez, Fernando	La Cocina de la Crítica: Historia, Teoría y Práctica de la Crítica Gastronómica Como Género Periodístico	S.I.		978-1-4947-8478-2	2013
Tubau, Iván	Teoría y práctica del periodismo cultural	ATE		84-7442-300-7	1982
Vila-Sanjuán, Sergio	Una crónica del periodismo cultural	Universitat de Barcelona, Publicacions i Edicions,		978-84-475-3911-6	2015
Cox, Robert	Environmental communication and the public sphere	SAGE		978-1-4833-4433-1	2016
Bodker, Henrik y Neverla, Irene	Environmental journalism	Routledge		978-1-138-67737-1	2016
Fernández del Moral, Javier y Esteve Ramírez, Francisco	Estudios sobre información periodística especializada	Fundación Universitaria San Pablo CEU,		84-86792-80-0	1997
Eliás, Carlos	Fundamentos de periodismo científico y divulgación mediática	Alianza		978-84-206-8418-5	2008
Semir, Vladimir de	Decir la ciencia: divulgación y periodismo de Galileo a Twitter	Universidad de Barcelona		978-84-475-3907-9	2015
Semir, Vladimir de	Periodistas científicos: corresponsales en el mundo de la investigación y el conocimiento	UOC		978-84-9116-785-3	2017
León, Bienvenido	El medio ambiente en el nuevo universo audiovisual	UOC		978-84-9116-072-4	2016
Küng, Lucy	Strategic management in the media: theory to practice	SAGE		978-1-4739-2950-0	2017
Marsden, Paul	Entrepreneurial journalism: how to go it alone and launch your dream digital project	Routledge		978-1-138-19036-8	2017
Briggs, Mark	Entrepreneurial journalism: how to build what's next for new	Sage CQ Press		978-1-60871-420-9	2012
Noguera Vivo, José Manuel; Martínez Polo, Josep y Grandío Pérez, María del Mar	Redes sociales para estudiantes de comunicación	Editorial UOC		978-84-9788-975-9	2011
Semir, Vladimir de	La ciencia en los medios de comunicación: 25 años de contribuciones de Vladimir de Semir.	Fundación Dr. Antonio Esteve		978-84-935465-8-8	2007
León, Bienvenido	El periodismo ante el cambio climático: nuevas perspectivas	UOC		978-84-9029-864-0	2013
Pérez Colomé, Jordi	Cómo escribir claro	UOC		978-84-9788-958-2	2013
Noguera, José Manuel	Todos, todo: manual de periodismo, participación y tecnología	UOC		978-84-9116-038-0	2015
Quesada, Montse	Periodismo especializado	Ediciones Internacionales Universitarias		8489893462	1998
Quesada, Montse	Curso de periodismo especializado	Síntesis		978-84-9756-807-4	2012
Noguera, José Manuel	Redes y periodismo: cuando las noticias se socializan	UOC		978-84-9788-986-5	2012
VV.AA.	Routledge handbook of environment and communication	Routledge		9780415704359	2015
Hammond, Phil	Climate change and post-political communication: media, emotion, and environmental advocacy	Routledge		978-1-138-77750-7 (p	2018
Fernández Sánchez, Joaquín	Periodismo ambiental en España	Ministerio de Obras Públicas y Transportes y Medio		84-498-0150-8	1995
Picó, María Josep	Periodismo ambiental: de la lucha ecologista al entorno digital	UOC		978-84-9116-760-0	2017
Neuzil, Mark	The environment and the press : from adventure writing writing to advocacy	Northwestern University Press		978-0-8101-2403-5	2008
Lamelo, Carles	Televisión social y transmedia: nuevos paradigmas de producción	Editorial UOC		978-84-9116-365-7	2016
Küng, Lucy	Innovators in Digital News	I. B. Tauris		9781784534165	2015
Angler, Martin W.	Science journalism: an introduction	Routledge		978-1-138-94550-0	2017
Cadena Ser	En antena: libro de estilo del periodismo oral	Taurus		978-84-306-1904-7	2017
Ostenwalder, Alexander	El maletín del emprendedor	Deusto		978-84-234-2799-4 (G	2016
Magallón, Raúl	Unfaking news. Cómo combatir la desinformación	Pirámide	Barcelona		2019
Konieczna, Magda	Journalism without Profit: making news when the market fail	Oxford University Press			2018
Martínez Garza, Francisco y Herranz de la Casa, José María	Representación del medio ambiente en prensa y telediaros de México y España				2019
Goldacre, Ben	https://www.researchgate.net/publication/332999383_Representacion_del_medio_ambiente_en_prensa_y_telediaros_de_Mexico_y_Espana Mala ciencia: no te dejes engañar por curanderos, charlatanes y otros farsantes	Booket	Barcelona		2012
Cantero, Juan Ignacio; Sidorenko, Pavel y Herranz, José María	Realidad virtual contenidos 360 y periodismo inmersivo en los medios latinoamericanos. Una revisión de su situación actual				2018
Redondo, Myriam	https://www.researchgate.net/publication/326345494_Realidad_virtual_contenidos_360_y_periodismo_inmersivo_en_los_medios_latinoamericanos_Una_revision_de_su_situacion_actual Verificación digital para periodistas: manual contra bulos y desinformación internacional	UOC	Barcelona		2018
Newman, N., Fletcher, R., Robertson, C. T., Eddy, K. y Nielsen, R.K.	Digital News Report 2022	Reuters Institute			2022
	https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022				

Le Masurier, Megan	Slow journalism	Routledge	9781138602175 (	2019
Philo, Greg	Communicating climate change and energy security: new method in Understanding Audiences	Routledge, Taylor & Francis Group	978-1-138-54856-5	2018
González Ortiz, Gabriel	Hablemos del suicidio: pautas y reflexiones para abordar este problema en los medios	Eunsa	978-84-313-3291-4	2018
Peters, Chris y Broersma, Marcel	Rethinking journalism again: societal role and public relevance in a digital age	Routledge	978-1-138-86086-5	2017
Greenwood, Sue	Future journalism: where we are and where we're going	Routledge, Taylor & Francis Group	978-1-138-67872-9	2018
Gynnild, Astrid y Uskall, Turo	Responsible drone journalism	Routledge, Taylor & Francis Group	978-1-138-05935-1	2018
Harte, David	Hyperlocal journalismb: the decline of local newspapers and the rise of online community news	Rutledge	9781138674547	2019