



1. General information

Course: BROADCAST NEWS WRITING
Type: CORE COURSE
Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM
Center: 12 - FACULTY OF COMMUNICATION
Year: 2
Main language: Spanish
Use of additional languages:
Web site:

Code: 16314
ECTS credits: 6
Academic year: 2023-24
Group(s): 30 31
Duration: First semester
Second language: English
English Friendly: N
Bilingual: N

Lecturer: BELEN GALLETERO CAMPOS - Group(s): 30 31				
Building/Office	Department	Phone number	Email	Office hours
Edificio Polivalente. 2.14	DPTO. EN CONSTITUCIÓN	4787	belen.galletero@uclm.es	

2. Pre-Requisites

Not established but recommended to take first "Técnicas del mensaje en prensa e Internet".

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

This compulsory subject is taught in the first semester of the first year of the Degree in Audiovisual Communication and the second year of the Degree in Journalism. This subject deals with writing in audiovisual media, radio and television. In radio and television text

The student has in this course his/her first introduction to the elaboration of audiovisual scripts and to the characteristics of the audiovisual language.

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.
E08	Capacity and ability to use IT systems and resources, as well as their interactive applications.
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
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G02	Knowledge about Information and Communication Technologies (ICTs).
G03	Adequate oral and written communication skills.
G08	Convey ideas, problems and solutions within the field of Journalism and, in general, within the field of Communications, during professional practice in both fields.

5. Objectives or Learning Outcomes

Course learning outcomes	
Description	
Additional outcomes	
Objectives: - Know the audiovisual genres - Understand the differences between the inverted pyramid, typical of written media, and the deferred pyramid, typical of audiovisual media. - Understand the elements of the radiophonic language: word, music, sound effects and silence. - Capture the importance of diaphragmatic breathing in speech. - Become familiar with the productive routines of radio and television news. Learning results: - Distinguish between writing radio and television scripts - Plan and record news on radio and television. - Modify, in the case of news anchors, foreign scripts to adapt them to the proper style of speech. - Apply the principle of writing for the ear to the writing of audiovisual scripts. - Learn the techniques of the live audiovisual interview.	

6. Units / Contents

Unit 1: El lenguaje audiovisual	
Unit 1.1	
Unit 1.2	
Unit 2: Redacción para medios audiovisuales	
Unit 2.1	
Unit 2.2	
Unit 2.3	
Unit 3: Locución	
Unit 3.1	
Unit 3.2	
Unit 3.3	
Unit 3.4	

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	E01 E03 E06 E08 E10 G02 G03 G08 G12	0.8	20	N	-	
Writing of reports or projects [OFF-SITE]	Problem solving and exercises	E01 E03 E06 E08 E10 G02 G03 G08 G12	2.4	60	Y	N	
Final test [ON-SITE]	Assessment tests	E01 E03 E06 E08 E10 G02 G03 G08 G12	0.4	10	Y	Y	
Class Attendance (practical) [ON-SITE]	Guided or supervised work	E01 E03 E06 E08 E10 G02 G03 G08 G12	0.8	20	N	-	
Laboratory practice or sessions [ON-SITE]	Problem solving and exercises	E01 E03 E06 E08 E10 G02 G03 G08 G12	0.4	10	Y	N	
Study and Exam Preparation [OFF-SITE]	Reading and Analysis of Reviews and Articles		1.2	30	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
Laboratory sessions	45.00%	0.00%	The practices and weekly exercises of writing and audiovisual realization (radio and television) will have a value of 65% in the final grade and some of them, which will be explicitly indicated by the teacher, will be compulsory.
Theoretical exam	35.00%	35.00%	The theoretical exam will have a value of 35% in the final qualification but must be passed with a 5 to be able to perform mediates with the practices. Suspend the theoretical exam means submitting to the extraordinary call. In case the student has the practical exercises passed, the corresponding qualification will be preserved, and he/she should need to pass the theoretical exam in the extraordinary call.
Other methods of assessment	20.00%	20.00%	
Assessment of problem solving and/or case studies	0.00%	45.00%	
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).

Specifications for the resit/retake exam:

The student will undergo a theoretical exam that will represent 35% of the subject in the extraordinary call. If he/she has the practice exercises approved, the exam qualification will average with the qualification of the practical part. In case the student has suspended the compulsory practical tests, they must be recovered with equivalent tests in radio and television laboratories, regardless of the qualification obtained in the theoretical exam. That is, it is necessary that both parts are approved to pass the subject.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
Final test [PRESENCIAL][Assessment tests]	4
Unit 1 (de 3): El lenguaje audiovisual	

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Writing of reports or projects [AUTÓNOMA][Problem solving and exercises]	20
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Laboratory practice or sessions [PRESENCIAL][Problem solving and exercises]	4
Study and Exam Preparation [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	10
Unit 2 (de 3): Redacción para medios audiovisuales	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Writing of reports or projects [AUTÓNOMA][Problem solving and exercises]	20
Final test [PRESENCIAL][Assessment tests]	3
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Laboratory practice or sessions [PRESENCIAL][Problem solving and exercises]	3
Study and Exam Preparation [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	10
Unit 3 (de 3): Locución	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Writing of reports or projects [AUTÓNOMA][Problem solving and exercises]	20
Final test [PRESENCIAL][Assessment tests]	3
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	8
Laboratory practice or sessions [PRESENCIAL][Problem solving and exercises]	3
Study and Exam Preparation [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	10
Global activity	
Activities	hours
Final test [PRESENCIAL][Assessment tests]	10
Writing of reports or projects [AUTÓNOMA][Problem solving and exercises]	60
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	20
Laboratory practice or sessions [PRESENCIAL][Problem solving and exercises]	10
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Study and Exam Preparation [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	30
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Hilliard, Robert L.	Writing for television, radio, and new media	Cengage Learning	Stamford, CT		2015	
Yorke, Ivor	Basic TV Reporting	Routledge	London and New York		2016	
Reardon, Nancy	On camera presentation: how to report, anchor & interview	Focal Press			2006	
Balsebre, Armand	El lenguaje radiofónico	Cátedra	Madrid	978-84-376-2177-7	2007	
Balsebre, Armand, Mateu, Manuel y Vidal, David	La entrevista en radio, televisión y prensa	Cátedra	Madrid	978-84-376-1656-8	2008	
Cebrián Herreros, Mariano	Información audiovisual : concepto, técnica, expresión y apl	Sintesis	Madrid	84-7738-309-X	1995	
Cebrián Herreros, Mariano	Información radiofónica : mediación técnica, tratamiento y p	Sintesis	Madrid	84-7738-221-2	2001	
Cebrián Herreros, Mariano	La radio en la convergencia multimedia	Gedisa	Barcelona	84-7432-892-6	2001	
Cebrián Herreros, Mariano	Teoría y técnica de la información audiovisual	Alhambra	Madrid	84-205-1809-3	1988	
Rodero, Emma	Locución radiofónica	IORTV			2003	
Gordillo, Inmaculada	Manual de narrativa televisiva	Sintesis	Madrid		2009	
Guarinos, Virginia	Manual de narrativa radiofónica	Sintesis	Madrid	978-84-975662-9-2	2009	
Larrañaga Zubizarreta, José	Redacción y locución de la información audiovisual : escribi	Universidad del Pais Vasco	Bilbao	84-8373-881-3	2006	
Martínez Abadía, José	Introducción a la tecnología audiovisual : televisión, vídeo	Paidós	Barcelona	84-493-0606-X	2003	
Martínez-Costa, María Pilar	Lenguaje, géneros y programas de radio : introducción a la n	Eunsa	Pamplona	84-313-2333-7	2005	
Merayo Pérez, Arturo	Curso práctico de técnicas de comunicación oral	Tecnos		84-309-3736-3	2004	
Millerson, Gerald	Realización y producción en televisión	Instituto Oficial de Radio y Televisión	Madrid	84-88788-44-4	2001	
Papper, Robert A.	Broadcast news and writing stylebook	Allyn & Bacon	Boston		2009	
Tubau, Iván	Periodismo oral: hablar y escribir para radio y televisión	Paidós	Barcelona		1998	
Rodero Antón, Emma / Soengas Lopez, Xosé	Ficción radiofónica	IORTV			2010	
Cervera, Esther	El directo informativo en televisión: El relato de una noticia en tiempo real.	CEU Ediciones			2014	