



1. General information

Course: MULTIMEDIA 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 English, Portuguese, Catalan (advanced); French, German (intermediate);****languages:** Basque, Russian (initial).**Web site:** <http://orcid.org/0000-0003-1625-4411>**Code:** 16334**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** N

Lecturer: MARÍA JOSEFA ESTABLÉS HERAS - Group(s): 30				
Building/Office	Department	Phone number	Email	Office hours
	DPTO. EN CONSTITUCIÓN		Maria.Estables@uclm.es	
Lecturer: ANA SERRANO TELLERÍA - Group(s): 30				
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2.12	DPTO. EN CONSTITUCIÓN	4795	Ana.Serrano@uclm.es	They will be published at the beginning of the course.

2. Pre-Requisites

It is recommended to have overcome:

- Oral and written expression in Spanish for News Media
- Theory of Journalism
- Press and Internet Equipment Techniques
- Audiovisual Journalism: Television
- Cyberjournalism

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

The objective of the subject is the acquisition of techniques for the pre and post production, editing and realization of a cross / multi / transmedia project, putting into practice in an integrated way the knowledge and skills acquired throughout the career. It focuses on the development of the skills, abilities, competencies and know-how needed by applying, for this, emerging and innovative methodologies such as *Design Thinking*. Likewise, we have the opportunity to acquire reflective and creative capacity for the production of professional quality content that allows us to plan and effectively execute said projects. *'Multimedia I': level I / 'Multimedia II': level II.

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.
E05	Basic capacity to understand informative or communicative production, either written or audiovisual, in standard English.
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.
E07	Capacity and ability to express reasoned ideas by using rhetoric and contributions from new argumentation theories, as well as communicative techniques applied to persuasion.
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
E11	Capacity and ability to use Information and Communication technologies and techniques in the different media or in combined and interactive media (multimedia) systems.
E12	Capacity and ability to undertake core journalistic tasks in different subject areas, applying journalistic genres and procedures.
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.
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.
G01	B1 level of a second foreign language, as per the Common European Framework of Reference for Languages
G02	Knowledge about Information and Communication Technologies (ICTs).
G03	Adequate oral and written communication skills.

G04	Ethical commitment and professional ethics.
G06	Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens.
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.
G09	Develop the abilities required for Journalism and Communications in general, in order to pursue further postgraduate and professional retraining studies.
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

- Differentiate between cross / multi / transmedia.
- Recognize the skills, abilities, competences and know-how necessary to apply proactively in the project to be developed: cross / multi / transmedia.
- Transmit information and content combining more than one medium, platform and support simultaneously.
- Communicate in the proper language of the (new) narrative forms and their genres, applying the different media, platforms and supports.
- Innovate in the process of creating a project, using emerging methodologies such as 'Design Thinking'.

6. Units / Contents

Unit 1: Emerging and Innovative Methodologies (for example, 'Design Thinking'). Level I.

Unit 2: Information Architecture, Design of Interfaces, Languages and Genres, Interactivity and Usability. Level I.

Unit 3: (New) Narratives, their Languages and Genres. Differences and Similarities between Cross / Multi / Transmedia. Level I.

Unit 4: Pre and Postproduction, Editing and Realization. Level I.

Unit 5: Web Analytics and SEO. Law and Legislation. Business Models. Level I.

Unit 6: Dissemination Strategies. Social Networks. Level I.

ADDITIONAL COMMENTS, REMARKS

The calendar and the teaching period of each topic may vary depending on the development and needs of the students and their cross/multi/transmedia project. The theory is applied continuously and proactively to practice.

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]	Other Methodologies	E01 E03 E08 E10 E11 E12 E13 E14 E15 E18 G02 G04 G05 G06 G07 G08	1.2	30	Y	N	The teacher will expose the basic contents of the subject and will propose works to extend them based on the interests and needs of the students.
Class Attendance (practical) [ON-SITE]	Guided or supervised work	E01 E03 E08 E10 E11 E12 E13 E14 E15 E18 G02 G04 G05 G06 G07 G08	1.2	30	Y	N	The student will carry out the cross/multi/transmedia project with the guidance of the teacher.
Writing of reports or projects [OFF-SITE]	Self-study	E01 E03 E08 E10 E11 E12 E13 E14 E15 E18 G02 G04 G05 G06 G07 G08	3.6	90	Y	Y	The student will carry out the cross/multi/transmedia project autonomously.
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
Portfolio assessment	70.00%	70.00%	Elaboration of the Cross / Multi / Transmedia project.
Final test	30.00%	30.00%	Presentation of the Cross / Multi / Transmedia project.
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 student must create a cross / multi / transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation standards approved by the Center's Faculty Board.

This planning may be adapted and slightly modified in the event that any extraordinary measure is undertaken. However, even in an unforeseen scenario,

they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Any student may switch to the non-continuous assessment modality as long as they have not participated during the class teaching period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached that 50% of evaluable activities or if, in any case, the class period has ended, they will be considered in continuous evaluation without the possibility of changing the evaluation modality.

Non-continuous evaluation:

The student must create a cross / multi / transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation standards approved by the Center's Faculty Board.

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Specifications for the resit/retake exam:

The student must create a cross / multi / transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation standards approved by the Center's Faculty Board.

This planning may be adapted and slightly modified in the event that any extraordinary measure is undertaken. However, even in an unforeseen scenario, they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Any student may switch to the non-continuous assessment modality as long as they have not participated during the class teaching period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached that 50% of evaluable activities or if, in any case, the class period has ended, they will be considered in continuous evaluation without the possibility of changing the evaluation modality.

Specifications for the second resit / retake exam:

The student must create a cross / multi / transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). The rules of plagiarism and common spelling correction for the Degree will be applied. This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation standards approved by the Center's Faculty Board.

This planning may be adapted and slightly modified in the event that any extraordinary measure is undertaken. However, even in an unforeseen scenario, they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Any student may switch to the non-continuous assessment modality as long as they have not participated during the class teaching period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached that 50% of evaluable activities or if, in any case, the class period has ended, they will be considered in continuous evaluation without the possibility of changing the evaluation modality.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
General comments about the planning: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Unit 1 (de 6): Emerging and Innovative Methodologies (for example, 'Design Thinking'). Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	5
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Unit 2 (de 6): Information Architecture, Design of Interfaces, Languages and Genres, Interactivity and Usability. Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	5
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Unit 3 (de 6): (New) Narratives, their Languages and Genres. Differences and Similarities between Cross / Multi / Transmedia. Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	5
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Unit 4 (de 6): Pre and Postproduction, Editing and Realization. Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	5
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Unit 5 (de 6): Web Analytics and SEO. Law and Legislation. Business Models. Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	5
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	

Unit 6 (de 6): Dissemination Strategies. Social Networks. Level I.

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	5
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	30
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	30
Writing of reports or projects [AUTÓNOMA][Self-study]	90
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Flores Vivar, Jesús (Coord.)	Tecnologías del ecosistema periodístico: realidad inmersiva, drones y otras tecnologías disruptivas en la nueva ecología de los medios	Comunicación Social		978-84-17600-19-8	2019	
Alejandro, Jennifer	Journalism in the Age of Social Media https://reutersinstitute.politics.ox.ac.uk/our-research/journalism-age-social-media					
Serrano Tellería, Ana	FILOSOFÍA DEL PERIODISMO TRANSMEDIA: IDEALES, LÓGICA Y VALORES http://www.riaeditorial.com/index.php/dimensiones-transmedia/			978-989-8971-15-9	2019	
Cobo, Silvia	Internet para periodistas. Kit de supervivencia para la era digital.	UOC			2012	
Mancini, Pablo	Hackear el periodismo. Manual de laboratorio.	La Crujía		978-987-601-134-1	2011	
SERRANO TELLERIA, ANA	LIQUID COMMUNICATION IN MOBILE DEVICES: AFFORDANCES AND RISKS. http://www.igi-global.com/chapter/liquid-communication-in-mobile-devices/145920	IGI GLOBAL		9781466698994	2016	
Aufderheide, Patricia	Documentary Film: A Very Short Introduction http://site.ebrary.com/lib/bibliotecaucdm/docDetail.action?docID=10215774	Oxford University Press	Cary, NC, USA	9780199720392	2007	Documentales. Historia y crítica. Biblioteca digital.
Breschand, Jean	El documental: la otra cara del cine : [Innovaciones técnica	Paidós		978-84-493-1603-6	2011	
Costa Sánchez, Carmen	Estrategias de comunicación multimedia /	Editorial UOC,		978-84-9029-772-8	2013	
DOMÍNGUEZ, EVA; PÉREZ COLOMÉ, JORDI	MICROPERIODISMOS II: AVENTURAS PERIODÍSTICAS DIGITALES EN TIEMPOS DE CRISIS	UOC		978-84-9029-885-5	2013	
DOMÍNGUEZ, EVA; PÉREZ COLOMÉ, JORDI	MICROPERIODISMOS: AVENTURAS PERIODÍSTICAS DIGITALES EN TIEMPOS DE CRISIS	UOC		978-84-9788-498-3	2012	
GARCÍA DE TORRES, ELVIRA; ET AL.	USO DE TWITTER Y FACEBOOK POR LOS MEDIOS IBEROAMERICANOS http://www.elprofesionaldelainformacion.com/contenidos/2011/noviembre/02.pdf			1386-6710	2011	
Garrand, Timothy	Escribir para multimedia y la web: una guía práctica para e	Escuela de Cine y Video,		978-84-935769-7-4	2008	
GEORGE-PALILONIS, JENNIFER	THE MULTIMEDIA JOURNALIST: STORYTELLING FOR TODAY'S MEDIA LANDSCAPE	OXFORD UNIVERSITY PRESS		978-0-19-976452-5	2013	
Gifreu, Arnau	El documental interactivo: evolución, caracterización y per	Editorial UOC,		978-84-9064-035-7	2013	
Goldsmith, David A.	El documental: entrevistas en exclusiva a quince maestros de	Océano		84-494-2820-3	2003	
HERNANDEZ, RICHARD KOCI	THE PRINCIPLES OF MULTIMEDIA JOURNALISM: PACKAGING DIGITAL NEWS	ROUTLEDGE		978-0-415-73816-3	2016	
LARRONDO URETA, AINARA	LOS GÉNEROS EN LA REDACCIÓN CIBERPERIODÍSTICA	SERVICIO EDITORIAL DE LA UNIVERSIDAD DEL PAÍS VASCO		9788498601763	2009	
Manuel Artero Rueda	El guión en el reportaje informativo: un guiño a la noticia.	Instituto Oficial de Radio y Televisión,	Madrid	9788488788566	2004	
SCOLARI, CARLOS ALBERTO	NARRATIVAS TRANSMEDIA: CUANDO TODOS LOS MEDIOS	DEUSTO		978-84-234-1336-2	2012	

Sellés, Magdalena	CUENTAN El documental	UOC	9788497887465	2008
SERRANO TELLERÍA, ANA	DISEÑO DE NODOS INICIALES EN CIBERMEDIOS: UN ESTUDIO COMPARATIVO	SERVICIO EDITORIAL DE LA UNIVERSIDAD DEL PAÍS VASCO	978-84-9860-415-3	2010
SERRANO TELLERÍA, ANA	DISEÑO DE NODOS INICIALES EN REVISTAS ONLINE: UNA PROPUESTA METODOLÓGICA.	EDUFBA. FEDERAL UNIVERSITY OF BAHIA, BRAZIL.	978-85-232-1029-8	2013
SERRANO TELLERÍA, ANA	ESPECIALES INFORMATIVOS DE ÚLTIMA HORA EN CIBERMEDIOS: UN ESTUDIO COMPARATIVO EN PORTADA.	SEP	1889-2515	2011
SERRANO TELLERÍA, ANA	INNOVATIONS IN MOBILE INTERFACE DESIGN: AFFORDANCES AND RISKS.		1386-6710	2017
SERRANO TELLERÍA, ANA	JOURNALISM, TRANSMEDIA AND DESIGN THINKING	SOPCOM	2182-7044	2017
SERRANO TELLERÍA, ANA	LIQUID SPHERES ON UBIQUITOUS TV	LABCOM	978-989-654-205-4	2015
SERRANO TELLERÍA, ANA.	ONLINE JOURNALISM DESIGN: EVOLUTION, CRITERIA AND CHALLENGES	UNIVERSITY OF SÃO PAULO, BRAZIL.	1982-2073	2012
SERRANO TELLERÍA, ANA.	TRANSMEDIA JOURNALISM WITHIN MOBILE DEVICES.	LABCOM	978-989-654-369-3	2017
SERRANO TELLERÍA, ANA	TRANSMEDIA JOURNALISM: EXPLORING GENRES AND INTERFACE DESIGN.	UNIVERSIDAD RAMON LLULL, FACULTAD CIENCIAS DE LA COMUNICACIO BLANQUERNA.	1138-3305	2016
SERRANO TELLERÍA, ANA	Al otro lado de la ficción: trece documentalistas españoles	Cátedra	978-84-376-2362-7	2007
SERRANO TELLERÍA, ANA	Imagen, memoria y fascinación: notas sobre el documental en	Ocho y Medio Libros de Cine	84-931376-8-5	2001
SERRANO TELLERÍA, ANA	TRANSMEDIA PRODUCTION: KEY STEPS IN CREATING A STORYWORLD		9789462988118	2019
Noguera, José Manuel	Las claves para dominar el SEO	CreateSpace	978-1-4961-9367-4	2016
Noguera, José Manuel	Todos, todo. Manual de periodismo, participación y tecnología.	UOC	9788491160380	2015
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Manfredi, J.L.; Rojas-Torrijos, J.L. y Herranz, J.M.	Innovación en el periodismo empreendedor deportivo. Modelo de negocio y narrativas			2015
Renó, Denis; Campalans, Carolina; Ruiz, Sandra y Gosciola, Vicente (Eds.)	Periodismo transmedia: miradas múltiples	UOC y Universidad de Rosario	978-84-9064-237-5	2014
Serrano Tellería, Ana	JOURNALISM, TRANSMEDIA AND DESIGN THINKING WITHIN MOBILE DEVICES	McGrawHill	9788448620035	2020
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COSTERA MEIJER, I; ROGERS, R; WESTLUND, O; WITSCHGE, T / DÍAZ-NOCI, J; SERRANO- TELLERÍA, A (eds.)	RESEARCHING THE NEWS IN THE HYBRID MEDIA SYSTEM: AN EXPERT PANEL REPORT.	DIGIDOC REPORTS	PONR04/2021	2021
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GUILLERMO LÓPEZ	PERIODISMO DIGITAL. REDES, AUDIENCIAS Y MODELOS DE NEGOCIO. https://catalogobiblioteca.uclm.es/cgi-bin/abnetopac/O7045/ID266b489b/NT9	COMUNICACIÓN SOCIAL	978-84-15544-93-7	2015
SAID HUNG, ELIAS; SERRANO TELLERÍA, ANA; GARCÍA DE TORRES, ELVIRA; YEZERSKA, LYUDMYLA	LA GESTIÓN DE LOS SOCIAL MEDIA EN LOS MEDIOS INFORMATIVOS IBEROAMERICANOS / THE MANAGEMENT OF THE SOCIAL MEDIA AT THE IBEROAMERICANS MASS MEDIA. http://www.unav.es/fcom/comunicacionysociedad/descarga_doc.php?art_id=437	UNIVERSIDAD DE NAVARRA	0214-0039	2013
WITSCHGE, TAMARA	THE SAGE HANDBOOK OF DIGITAL JOURNALISM https://catalogobiblioteca.uclm.es/cgi-bin/abnetopac/O7045/ID266b489b/NT9	SAGE	978-1-4739-0653-2	2016
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SERRANO TELLERÍA, ANA	LA LENTA EVOLUCIÓN DEL DISEÑO CIBERPERIODISTICO http://www.congresoperiodismo.com/comunicaciones.asp	978-84-87175-54-1.	978-84-87175-54-1.	2017
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SERRANO TELLERÍA, ANA	UNA PROPUESTA DE ANÁLISIS SINTÁCTICO-SEMÁNTICO PARA LOS NODOS INICIALES EN CIBERMEDIOS http://revistas.ua.pt/index.php/prisma.com/article/view/756	CETAC.MEDIA	1646-3153	2010
SERRANO TELLERÍA, ANA	LIQUID SPHERES OR CONSTELLATIONS: REFLECTIONS TOWARDS MOBILE DEVICES. http://www.livroslabcom.ubi.pt/book/141	LABCOM	978-989-654-235-1	2015