

**1. General information****Course:** CYBER-JOURNALISM**Type:** CORE COURSE**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 3**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 16329**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** C2**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** LUIS MAURICIO CALVO RUBIO - 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 objective of the subject is the acquisition of techniques for the pre and post production, editing and realization of a cyberjournalistic 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.

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.
E05	Basic capacity to understand informative or communicative production, either written or audiovisual, in standard English.
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
E12	Capacity and ability to undertake core journalistic tasks in different subject areas, applying journalistic genres and procedures.
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.
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).
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.
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

- Cyberjournalism: evolution and challenges.
- Recognize the skills, abilities, competences and know-how of a cyberjournalist to apply proactively in the project to be developed.
- 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: Cyberjournalism: evolution and challenges. From hypertext to transmedia storytelling****Unit 2: Information architecture, interface design, genres, interactivity and usability****Unit 3: Emerging and innovative methodologies. Design Thinking**

Unit 4: Internet content: text, photos and videos

Unit 5: Introduction to web analytics

Unit 6: Internet rights

Unit 7: Social media for journalism

Unit 8: Journalistic use of AI

ADDITIONAL COMMENTS, REMARKS

The calendar may and the teaching period of each topic may vary depending on the development and needs of the students and their cyber-journalistic projects. 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 E05 E08 E10 E12 E14 G01 G02 G04 G06 G08 G10	1.2	30	N	-	
Class Attendance (practical) [ON-SITE]	Guided or supervised work	E01 E05 E08 E10 E12 E14 G01 G02 G04 G06 G08	1.2	30	N	-	
Writing of reports or projects [OFF-SITE]	Self-study	E01 E05 E08 E10 E12 E14 G01 G02 G04 G06 G08 G10	3.6	90	Y	Y	
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
Assessment of active participation	10.00%	10.00%	Practical activities and classroom discussions
Practicum and practical activities reports assessment	10.00%	10.00%	Drafting of the report for the cyberjournalism project
Laboratory sessions	70.00%	70.00%	Development of the cyberjournalism project.
Oral presentations assessment	10.00%	10.00%	Presentation of the cyberjournalism 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:

A cyberjournalism project (70%) together with a report (15%) and an oral presentation of the project (15%) must be submitted. In addition, practical activities and class discussions will be held (10%)

It is necessary to obtain a mark other than 0 in each evaluation system. In addition, it is necessary to obtain at least a 4 in the cyberjournalism project in order to pass the subject. If a 4 is not obtained in this section or any of the marks is 0, the final mark will be the average and, if it is higher than 5, the subject will be failed with a 4.5.

In order to pass the course, a mark of 5 will be required.

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

The rules on plagiarism and spelling correction common to the Degree will be applied.

Grades from previous years' activities will not be taken into account.

Non-continuous evaluation:

A cyberjournalism project (70%) together with a report (15%) and an oral presentation of the project (15%) must be submitted.

It is necessary to obtain a mark other than 0 in each evaluation system. In addition, it is necessary to obtain at least a 4 in the cyberjournalism project in order to pass the subject. If a 4 is not obtained in this section or any of the marks is 0, the final mark will be the average and, if it is higher than 5, the subject will be failed with a 4.5.

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The rules on plagiarism and spelling correction common to the Degree will be applied.

Grades from previous years' activities will not be taken into account.

Specifications for the resit/retake exam:

A cyberjournalism project (70%) together with a report (15%) and an oral presentation of the project (15%) must be submitted.

It is necessary to obtain a mark other than 0 in each evaluation system. In addition, it is necessary to obtain at least a 4 in the cyberjournalism project in order to pass the subject. If a 4 is not obtained in this section or any of the marks is 0, the final mark will be the average and, if it is higher than 5, the subject will be failed with a 4.5.

In order to pass the course, a mark of 5 will be required.

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

The rules on plagiarism and spelling correction common to the Degree will be applied.

Grades from previous years' activities will not be taken into account.

Specifications for the second resit / retake exam:

A cyberjournalism project (70%) together with a report (15%) and an oral presentation of the project (15%) must be submitted.

It is necessary to obtain a mark other than 0 in each evaluation system. In addition, it is necessary to obtain at least a 4 in the cyberjournalism project in order to pass the subject. If a 4 is not obtained in this section or any of the marks is 0, the final mark will be the average and, if it is higher than 5, the subject will be failed with a 4.5.

In order to pass the course, a mark of 5 will be required.

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

The rules on plagiarism and spelling correction common to the Degree will be applied.

Grades from previous years' activities will not be taken into account.

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 for each topic may vary depending on the development and needs of the students and their cyberjournalistic projects. Continuously and proactively applies theory to practice.	
Unit 1 (de 8): Cyberjournalism: evolution and challenges. From hypertext to transmedia storytelling	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	4
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	4
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Comment: The calendar and teaching period for each topic may vary depending on the development and needs of the students and their cyberjournalistic projects. Continuously and proactively applies theory to practice.	
Unit 2 (de 8): Information architecture, interface design, genres, interactivity and usability	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	3
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	3
Writing of reports or projects [AUTÓNOMA][Self-study]	15
Unit 3 (de 8): Emerging and innovative methodologies. Design Thinking	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	3
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	3
Writing of reports or projects [AUTÓNOMA][Self-study]	12
Unit 4 (de 8): Internet content: text, photos and videos	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	9
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	9
Writing of reports or projects [AUTÓNOMA][Self-study]	21
Unit 5 (de 8): Introduction to web analytics	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	2.5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2.5
Writing of reports or projects [AUTÓNOMA][Self-study]	10
Unit 6 (de 8): Internet rights	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	2.5
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	2.5
Writing of reports or projects [AUTÓNOMA][Self-study]	8
Unit 7 (de 8): Social media for journalism	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	3
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	3
Writing of reports or projects [AUTÓNOMA][Self-study]	6
Unit 8 (de 8): Journalistic use of AI	

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	3
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	3
Writing of reports or projects [AUTÓNOMA][Self-study]	6
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	30
Writing of reports or projects [AUTÓNOMA][Self-study]	90
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	30
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
López, Guillermo	Periodismo digital. Redes, audiencias y modelos de negocio https://catalogobiblioteca.uclm.es/cgi-bin/abnetopac/O7045/ID867b1bbb?ACC=161	Comunicación Social		978-84-15544-93-7	2015	
Noguera, José Manuel	Redes y periodismo. Cuando las noticias se socializan.	UOC	Barcelona		2012	
Noguera, José Manuel	Todos, todo. Manual de periodismo, participación y tecnología	UOC		9788491160380	2015	
Manfredi-Sánchez, Juan Luis	Emprendimiento e innovación en periodismo http://publicaciones.uclm.es/2015/01/28/emprendimiento-e-innovacion-en-periodismo/				2015	
Mancini, Pablo	Hackear el periodismo. Manual de laboratorio	La Crujía		978-987-601-134-1	2011	
Serrano-Tellería, Ana	Transmedia Production: Key Steps in Creating a Storyworld https://www.aup.nl/en/book/9789462988118/making-media	Amsterdam University Press		9789462988118	2019	
Gambarato, Renira y Alzamora, Geane C. (Eds.)	Exploring Transmedia Journalism in the Digital Age	IGI Global			2018	
Calvo-Rubio, Luis Mauricio	Perfiles profesionales en la empresa periodística transmedia	Comunicación Social Ediciones y Publicaciones			2019	
Noguera, José	Las claves para dominar el SEO	CreateSpace		978-1-4961-9367-4	2016	
Calvo-Rubio, Luis Mauricio	Periodismo transmedia: la adaptación a los nuevos tiempos de la comunicación	Ediciones Universidad de Navarra (EUNSA)			2018	
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	
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	
Maciá Domene, Fernando	SEO avanzado I: casi todo lo que sé sobre posicionamiento web	Anaya Multimedia,		978-84-415-4208-2	2020	
Serrano-Tellería, Ana	Journalism, Transmedia and Design Thinking http://www.revistaej.sopcom.pt/edicao/139	SOPCOM		2182-7044.	2017	
Hernandez, Richard Koci and Rue, Jeremt	The Principles of Multimedia Journalism: Packaging Digital News	ROUTLEDGE		978-0-415-73816-3	2016	
Díaz-Noci, Javier y Aliaga, Ramón	Manual de redacción ciberperiodística	Ariel Comunicación Servicio Editorial		84-344-1297-7	2003	
Larrondo-Ureta, Ainara	Los géneros en la redacción ciberperiodística	de la Universidad del País Vasco		9788498601763	2009	
Domínguez, Eva y Pérez-Colomé, Jordi	Microperiodismos II: Aventuras periodísticas digitales en tiempos de crisis	UOC		978-84-9029-885-5	2013	
Domínguez, Eva y Pérez-Colomé, Jordi	Microperiodismos: aventuras periodísticas digitales en tiempos de crisis	UOC		978-84-9788-498-3	2012	
Kaushik, Avinash	Analítica Web 2.0 : el arte de analizar resultados y la ciencia	Ediciones Gestión 2000,		978-84-9875-095-9	2013	
Tejedor, Santiago	La inteligencia artificial en el periodismo	UOC		9788491809807	2023	