

Academic Year: ( 2019 / 2020 )

Review date: 04-05-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: MACIA BARBER, CARLOS

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Media Theory  
 News Reporting (journalistic genres)  
 Information Law  
 Theory and Analysis of the Documentary Film  
 Research Methodologies in Journalism  
 Informative Functions of Newspaper Design  
 Television Journalism  
 Structure and Information Effects of Media System  
 Photojournalism

**OBJECTIVES**

- Knowledge and understanding that provides a basis or opportunity for originality in developing and/or applying ideas, often in a research context.
- That students are able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- Students must possess the learning skills that enable them to continue studying.
- To develop critical and analytical skills through analysis of image and audiovisual narrative.
- Acquire theoretical knowledge about the audiovisual story and become aware of their impact and social influence.
- Know the ethical and professional foundations of journalism framing them in an digital and interactive context.
- Acquire analytical skills that allow discussion of the documentary narrative from a critical perspective.
- Analyze the links of documentary journalistic practice and work dynamics.

**DESCRIPTION OF CONTENTS: PROGRAMME****1. THE PERCEPTION OF JOURNALISM ETHICS. State of the art.**

- Perception of the journalists
- Perception of the publishers, owners and managers
- Perception of the citizenship
- Perception of the Academy

**2. PRINCIPLES AND CHALLENGES OF JOURNALISM TRANSMEDIA**

- To know and include those potentialities why a story spreads virally and find out the possible motivations for users to share the message (expansion).
- Encourage curiosity of the "prosumer" in which you would deepen the information, searching for your account details (exploration).
- The effort to maintain interest in the story as it develops on different platforms that require sustained consumption (serialization).
- Report from the maximum possible number of prospects to win new audiences and, perhaps, add voices to the production process of journalistic message (coral story).
- Immerse the public in history that is transmitted it involves introducing alternative narratives that contribute to public understanding its true impact (immersion).
- The further penetrate the story in the daily life of the recipient, greater closeness and commitment can feel the audience (empathy).
- The world is complex and multifaceted, and the reporter should reflect the most of all its nuances (trueness).

- All journalistic work has consequences: if the recipient is involved in the message, is involved in the common task of solving social problems (action).

### 3. Journalistic Ethics

- Ethics Codes and transnational resolutions (IFJ, UNESCO, Council of Europe)
- National, regional and union Codes (FAPE, CPC, SPM, CXG ...)
- Books Style (El Pais, El Mundo, RTVE, Telemadrid, CCRTV, COPE ...)
- Newsroom Statutes (El Pais, El Mundo, Grupo Zeta, La Vanguardia, CCMA ...)
- Codes and sectoral manifestos (AIPET, UPV, ANIGP-TV ...)
- Recommendations and style guides (CAC, CAA, CPC, FAPE, IAM, Public, IJ, associations ...)
- Resolutions and reports (Commission on Arbitration, Complaints and Ethics of Journalism)

### 4. ETHICAL CHALLENGES AND ETHICS GUIDELINES ON REPORT TRANSMEDIA

#### a) Truthfulness

- Misrepresentation
- Conjecture, speculation and rumors
- Precision and accuracy
- Selection, appointment and credibility of sources
- Contextualization and deepening
- Libel and Slander
- Rectifications

#### b) Balanced information

- Separation of information and opinion
- Information selection and inclusion professional criteria
- Styles

#### c) Discursive procedures

- Correctly obtaining the material
- Certification and textual structures
- Selection, handling and management of image and sound
- Graphics and music
- Sensationalism

#### d) Recreations and distortions

- Elements of fiction and dramatizations
- Feedback for the presence of reporter
- Procedures deceptive and unlawful
- Anonymity and costumes
- Plagiarism

### PERMANENT SEMINAR "DOCUMENTARY AND GENDER PERSPECTIVE"

This seminar addresses issues related to gender issues that should be considered during the process of constructing the documentary account. Its objective is to sensitize students about the implications of gender in orderly decisions in purely narrative or aesthetic appearance and to train communicators aware of their responsibility towards a more egalitarian society.

### LEARNING ACTIVITIES AND METHODOLOGY

#### TRAINING ACTIVITIES:

Theoretical sessions  
 Practical classes  
 Group work (study case, analysis and commentary)  
 Individual student work

#### TEACHING METHODS:

Exhibitions in class with teacher support and audiovisual media, in which the main concepts of matter are developed and the literature is provided to supplement student learning.

Critical reading recommended by the teacher of the subject texts: newspaper articles, reports, manuals and / or academic papers, either for later discussion in class, either to expand and consolidate the knowledge of the subject.

Resolution of practical cases, problems, etc. posed by the teacher individually or in groups.

Presentation and discussion in class under teacher moderation issues related to the content of matter, as well as case studies.

Preparation of papers and reports individually or in groups.

Critical analysis and viewing of audiovisual works.

## ASSESSMENT SYSTEM

The assessment comes from the correct conceptual assimilation and the student's ability to apply concepts and abstract fields of known or novel regarding the ethical treatment journalistic ethics and professional experience notions.

Continuous assessment:

Study case. Individual research on media coverage of a specific case with ethical implications, media Spanish or foreign, past or present, in any media (newspapers, radio, television, digital media).

Free extension and format.

Jobs are not accepted after the date of delivery, unless force majeure justified.

In extra exam session governing the same criteria.

<b>% end-of-term-examination:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

## BASIC BIBLIOGRAPHY

- BUGEJA, Michael Living Media Ethics: Across Platforms, New York/London: Routledge, 2019
- LUENGO, María; MACIÁ, Carlos y REQUEJO, José Luis Evaluating Organisational Ethics in Spanish News Media, Journalism, First Published April, 13, 2016
- MEYERS, Christopher (ed.). Journalism Ethics: a Philosophical Approach., Nueva York: Oxford University Press., 2010
- ROSENSTIEL, Tom y McBRIDE, Kelly (eds.). The New Ethics of Journalism: Principles for the 21st Century., Londres/Thousand Oaks, Cal.: CQPress/SAGE., 2013
- WARD, Stephen J. A. Global Journalism Ethics: Widening the Conceptual Base., Global Media Journal, Canadian Edition, 1(1): 137-149., 2008
- WILKINS, Lee y CHRISTIANS, Clifford G. The handbook of mass media ethics, Nueva York: Routledge, 2008
- WYATT, Wendy N. (ed.) The Ethics of Journalism: Individual, Institutional and Cultural Influence, Londres/Nueva York: IB Tauris/Reuters Institute for the Study of Journalism, University of Oxford, 2014

## ADDITIONAL BIBLIOGRAPHY

- Lambeth, Edmund B. Committed Journalism: an Ethic for the profession, Bloomington: Indiana University Press. 2ª ed., 1992