Business Journalism

Academic Year: (2019 / 2020) **Review date: 07-05-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: AGUADO GUADALUPE, MARIA GUADALUPE DE LA

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Matters related to economic and business structures and journalistic writing

OBJECTIVES

Ability to write journalistic texts opinativa economic theme, interpretative or informational in nature . Knowledge of documentary sources system and in the economic sphere .

DESCRIPTION OF CONTENTS: PROGRAMME

1. Economic Journalism in Spain: Evolution (1958-2019).

2. The role that Central Banks play in the world.

3. Economic Journalism in The Press: newspapers, magazines and agencies.

4. Economic Journalism on radio and television.

5. How The Stock Exchange is reported: main financial squares in the world.

6. The Spanish financial system: banks, boxes, credit unions and financial institutions of credit. Wholesale Banking and retail banking.

7. How the mortgage and consumer credit is reported.

8. How The energy sector is reported: main Spanish companies.

9. How The automotive sector is reported: Major Spanish companies.

10. Reporting on GDP, per capita income, inflation, unemployment, etc.

11. Risk rating Agencies

12. How funds and pension plans and investment funds are reported.

LEARNING ACTIVITIES AND METHODOLOGY

Combination of theoretical teaching (3ECTS) and case studies (3ECTS) . The first will be targeted in two ways : lectures and conceptual work by students from the guidelines provided therein and transmitted conceptual repertoires. Such conceptual work involves the preparation and public presentation , followed by a discussion of a work of analysis and / or investigation of any aspect of economic information .
Case studies will include the development of journalistic texts opinativa , interpretative or informational nature of economic science issues , serving both morphology journalistic account as documentation processes and the different channels : press , radio , TV and Internet.

ASSESSMENT SYSTEM

The subject is complemented by two distinct parts: Theory and practice. The Theoretical examination has a rating of 50%. The evaluation of the final examination will also take into account factors such as spelling, syntax and punctuation in the text. The qualification of the practical part will depend on the realization of information in real time and on the economic currentness, to be elaborated according to

the theoretical subjects exposed.

The valuation of the practical evaluation implies the remaining 50% of the final note. Assistance is essential, at least 80% of the practices to overcome the practical evaluation . The evaluations of the information will take into account the structure of the journalistic genre (news will usually be produced), spelling, syntax and punctuation in the texts.

The final note will be the average of the qualification of the theoretical examination and the practical evaluation.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- ARRESE,A;ETAYO,C; MORENO,E;GUERRERO,E; NAVARRO, M. "Periodismo económico: entre el boom y el crash. Periodismo económico: viejos y nuevos desafíos, Eunsa, Pamplona, 2010
- BADOSA PAGES,J La adhesión de España a la CEE, ICE número 826, 2005
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- DEL RIO CABRERIZO,R. "La profesionalización de la información económica en España", APIE, 2000 Madrid
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- DIEZHANDINO .M.P. "La especializacion en los medios impresos: evolución y perspectivas", Deusto, 1988. Bilbao
- MERRIT, D; McCOMS, M. The Two Ws of Jorunalism: The Whi and What of Public Aflairs Reporting, Lawrence Erlbaum Associates, 2004
- ONTIVEROS,E;VALERO LOPEZ.F.J "Crisis financiera en la historia", BBVA Revista de la Historia de la economía y de la empresa, 2013

ADDITIONAL BIBLIOGRAPHY

- ESTEFANÍA, JOAQUÍN El despertar de la prensa económica, Revista de Información Comercial Española, 1980
- GANS, H. Decision What`s News: a study of CBS evening news, NBC nightly news, Newsweek an Time, Constable, 1980
- GILPIN, R. The challenge of global capitalism: the world economy in the 21st century, Princeton University Press, 2000
- LINARES, J.; ORTIZ CHAPARRO, F. Autopistas inteligentes, Fundesco, 1995
- MAFFEO, A. La guerra de Yom Kippur y la crisis del petróleo de 1973, Revista de Relaciones Internacionales, nº 25, 2003
- MEDEL, A. La Bolsa como fórmula de transformación de los medios de comunicación en España, Tesis Doctoral. UCM, 2009
- ODELL, J.S. Negotiating the World Economy, Cornell University Press, 2000
- ONTIVEROS, E.; VALERO, F. J. Crisis financieras en la Historia, Revista de la Historia y de la Economía de la Empresa, BBVA, 2013
- SASSEN, S. Cities in a World Economy, SAGE, 2018