

Academic Year: (2019 / 2020)

Review date: 21-04-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: HERRERO CURIEL, EVA

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

- La Noticia Periodística
- Periodismo Interpretativo
- Técnicas de búsqueda y uso de la información
- Periodismo en la Red

OBJECTIVES

Knowledge of exhibition techniques and documentation processes that permit the production and dissemination of rigorous local information of interest to the community.

DESCRIPTION OF CONTENTS: PROGRAMME

- 1-What is Local Journalism
 - 1.1 Concept of Local Journalism
 - 1.2 An exciting work
 - 1.3 How is exercised Local Journalism in Spain
 - 1.4 Similarities and differences with the national and international journalism
- 2 - An Approach to the Industrial Situation in Spain
 - 2.1 The relationship of the Spanish people with the print media. Reading rates
 - 2.2 The progressive regionalization of information
 - 2.3 The relentless focus on large groups
- 3-The Agenda Setting at Local Press
 - 3.1 The Agenda Setting creation
 - 3.2 The local newspapers as the main creators of agenda setting
 - 3.3 The relevance of the local in the agenda setting
 - 3.4 The other agenda setting of the local reality
- 4 - What is Important in a local newspaper
 - 4.1 To the closest to the most remote
 - 4.2 The municipal policy
 - 4.3 The regional policy
 - 4.4 Events
 - 4.5 Society
 - 4.6 Culture
 - 4.7 Sports
 - 4.8 Opinion
 - 4.9 Letters to the Editor
 - 4.10 Service Guide and calendar
- 5 - Press Offices in Local Government
 - 5.1 Origin and conformation. The right to access the information at the local level
 - 5.2 The many difficulties of institutional information. The communication plan
 - 5.3 Traditional cabinets versus new cabinets
 - 5.4 Future trends
- 6 - The Relationship Between the Media and the Local Government
 - 6.1 The mutual dependence
 - 6.2 Institutional Relations
 - 6.3 Non-Institutional Relations

- 6.4 Trade Relations
- 6.5 Personal Relationships
- 6.6-Sources in the local journalism: advantages and disadvantages of the proximity of sources

7 - The Local Journalism as a Vehicle for Transmission of the Interests of Society

- 7.1 The identity aspects of a local newspaper
- 7.2 The local area and its market
- 7.3 The identity threatened
- 7.4 The construction of reality
- 7.5 The transmission of social interests

8 - The Impact of Internet on Journalism

- 8.1 Information without borders, no technological or economic
- 8.2. A new medium
- 8.3 A new form of communication that integrates all of the above

9-The Uniformity of Content

- 9.1 The proliferation of media containing the same messages
- 9.2 The predominance of national information on the rest
- 9.3 The main policy regarding information
- 9.4 The mimicry extends to the soft contents

10-Facing a Global World with Glocal Journalism

- 10.1 The global media
- 10.2 National Media with global approach
- 10.3 Regional and local media with glocal content
- 10.4 Glocal, but journalism
- 10.5 The rescue of the miners of Chile. A local story turned into planetary

11-Approaches and Genres of Journalism in the Coming Years

- 11.1 The transition into the unknown
- 11.2 Approaches
 - 11.2.1 More show, less information
 - 11.2.2 The rule of immediate participation of the audience
 - 11.2.3 Magical attraction for the global
 - 11.2.4 The journey to equality
 - 11.2.5 The aging population
 - 11.2.6 Migration flows
 - 11.2.7 Prevalence of national and local approaches
- 11.3 The journalistic genres in perspective
 - 11.3.1 The news as a key
 - 11.3.2 The performance hit of information
 - 11.3.3 The reports
 - 11.3.4 The interview
 - 11.3.5 The omnipresence of the opinion
 - 11.3.6 Merging genres

12-Social Networks

- 12.1 The explosion of social networks
- 12.2 The hearings in the center of the communication process
- 12.3 Dialogue unfiltered
- 12.4 A career behind the public
- 12.4 The same content to new formats in a changing world

LEARNING ACTIVITIES AND METHODOLOGY

The course has six ECTS credits, of which three are of theoretical content. The other three credits correspond to practice producing a publication of local information

ASSESSMENT SYSTEM

The evaluation will be ongoing to review practices and through face to the theoretical content of the subject. Throughout the course there will be weekly practices, whose realization is essential to participate in the

ongoing evaluation. The note of this practical section will be linked to the achievement of at least two editions of an informative character and preferably on the local currency of Getafe to be held by groups. At the practical section of the course will be up, 60% of the final grade. The remaining 40% correspond to the final exam on the theoretical aspects of the subject.

Students who do not participate in the ongoing assessment should do the same kind of practical work than their peers, but individually.

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| % end-of-term-examination: | 40 |
| % of continuous assessment (assignments, laboratory, practicals...): | 60 |

BASIC BIBLIOGRAPHY

- ARBOLEDAS, LUIS: EL OMBLIGO DEL PERIODISTA; PERIODISMO LOCAL EN EL SIGLO XXI; COMARES, 2007.
- DIEZHANDINO, MARIA PILAR: PERIODISMO DE SERVICIO: LA UTILIDAD COMPLEMENTO INFORMATIVO EN "TIME", "NEWSWEEK" Y "U.S. NEWS AND WORLD REPORT"; BOSCH, 1994.
- FLORES VIVER, JESÚS MIGUEL Periodismo hiperlocal, sinergia de dos entornos, Cuadernos de Periodistas, nº 29, pp. 38-54, 2014
- Flores Viver, Jesús Miguel Periodismo hiperlocal, sinergia de dos entornos, Cuadernos de Periodistas, nº 29, pp. 38-54, 2014
- IZQUIERDO LABELLA, LUIS COMUNICACIÓN GLOCAL, TIRANT LO BLANCH, 2012
- IZQUIERDO LABELLA, LUIS: MANUAL DE PERIODISMO LOCAL; FRAGUA, 2010.
- LOPEZ GARCIA, XOSE: PERIODISMO DE PROXIMIDAD; SINTESIS, 2007.