

Academic Year: (2020 / 2021)

Review date: 10-07-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: HERRERO CURIEL, EVA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

- News Reporting
- Interpretative reporting
- Information Skills
- Online Journalism

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

11.3.6 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

- Master Classes
- Reading
- Development a local newspaper

ASSESSMENT SYSTEM

- The evaluation will be ongoing to review practices and through face to the theoretical content of the subject.
- The end evaluation will be 60% development local newspaper, 10% assignments and 30% end examination.

% end-of-term-examination:	30
% of continuous assessment (assignments, laboratory, practicals...):	70

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.

ADDITIONAL BIBLIOGRAPHY

- ARMENTIA VIZUETE, JOSE IGNACIO Y CAMINOS MARCET, JOSE MARIA FUNDAMENTOS DE PERIODISMO IMPRESO;,, ARIEL, 2003.
- CHECA GODOY, ANTONIO, ESPEJO CALA, CARMEN Y RUIZ ACOSTA, Mª JOSE: ABC DE SEVILLA, UN DIARIO Y UNA CIUDAD;,, UNIVERSIDAD DE SEVILLA, 2007.
- FERNANDEZ DEL MORAL J.: PERIODISMO ESPECIALIZADO;,, ARIEL, 2004.
- QUESADA, MONTSERRAT: EL PERIODISMO DE SUCESOS;,, SINTESIS, 2007.
- RANDALL, DAVID: EL PERIODISTA UNIVERSAL;,, SIGLO XXI, 2008.

BASIC ELECTRONIC RESOURCES

- Casero Ripollés, Andreu . Modelos de relación entre periodistas y políticos: La perspectiva de la negociación constante: <http://revistas.ucm.es/index.php/ESMP/article/view/ESMP0808110111A>
- Marzal Felici, J. & Zallo Elgezabal,R. . Presentación: Las televisiones públicas de proximidad ante los retos de la sociedad digital: <http://dadun.unav.edu/handle/10171/41826>
- Ramón S. Pardo Baldeón . Las aportaciones de la prensa de proximidad a la formación de comunidades locales.Veintidós años de Levante de Castelló: <http://revistas.ucm.es/index.php/HICS/article/view/44315>