Local Journalism

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 : 3 Semester :

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 Wolrdl 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

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% assigments and 30% end examination.

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

BASIC BIBLIOGRAPHY

- Harte, D., Howells, R. y Williams, A. Hyperlocal journalism. The decline of local newspapers and the rise of online community news, London: Routledge, 2019
- Abernathy, Penelope M. Saving Community Journalism. The Path to Profitability, North Carolina: University of North Carolina Press, (2014)
- Aldridge, Meryl Understanding the Local Media, New York: Open University Press ¿ McGraw-Hill., 2007
- Alexander, Jeffrey C., Breese, Elizabeth Butler and Luengo, María (Eds.) The Crisis of Journalism Reconsidered. Democratic Culture, Professional Codes, Digital Future, Cambridge: Cambridge University Press., 2016
- Clayton Powell, Adam Reinventing Local News. Connecting Communities through New Technologies, Los Angeles: Figueroa Press., 2005
- Franklin, Bob Local Journalism and Local Media, London: Routledge, 2006

- Fuller, Linda K The Power of Global Community Media, New York: Palgrave MacMillan, 2007

- Harcup, Tony Alternative Journalism, Alternative Voices, London: Routledge, 2013

- McChesney, Robert W. and Pickard, Victor Will the Last Reporter Please Turn Out the Lights. The Collapse of Journalism and What Can Be Done to Fix It. , New York: The New Press., 2011
- Nielsen, Rasmus K. Local Journalism. The Decline of Newspapers and the Rise of Digital Media., London: I.B. Tauris, 2015

BASIC ELECTRONIC RESOURCES

- Jenkin, Joy; Kleis Nielsen, Rasmus . The Digital Transition of Local News: https://reutersinstitute.politics.ox.ac.uk/our-research/digital-transition-local-news
- Pardo Baldeón, Ramón . Las aportaciones de la prensa de proximidad a la formación de comunidades locales. Veintidós años de Levante de Castelló: https://revistas.ucm.es/index.php/HICS/article/view/44315

- Radcliffe, Damian . Here and Now UK hyperlocal media today: https://media.nesta.org.uk/documents/here_and_now_uk_hyperlocal_media_today.pdf