

Academic Year: ( 2021 / 2022 )

Review date: 07-06-2021

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

- Know how local journalism works.
- Be able to search for local news.
- Access to relevant journalistic sources at the local level.
- Know the dynamics of the local media.
- Design and prepare a publication in any local format.

## 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

## 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.

Is essential to pass exam and continuous assessment.

<b>% end-of-term-examination:</b>	30
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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](https://media.nesta.org.uk/documents/here_and_now_uk_hyperlocal_media_today.pdf)