

Academic Year: (2023 / 2024)

Review date: 15/04/2022 11:48:36

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GOYANES MARTINEZ, MANUEL

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 informative, interpretative and opinionated texts on economic issues. Knowledge of the documentary system and sources in the economic field.

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 clusters in the world.
6. The Spanish financial system: banks, savings banks, 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 on economic issues. Students need to have a good command on the journalism discourse and documentary processes, as well as the the different channels for news delivery: press , radio , TV and Internet.

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ASSESSMENT SYSTEM

% end-of-term-examination/test:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

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. 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 topics exposed.

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

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

BASIC BIBLIOGRAPHY

- CHRIS ROUSH Profits and Losses: Business Journalism and Its Role in Society, 2012, Marion Street Press
- GILLIAN DOYLE UNDERSTANDING MEDIA ECONOMICS, SAGE, 2013
- IBRAHIM SEAGA SHAW Business Journalism A Critical Political Economy Approach, Routledge, 2015
- KEITH HAYES Business journalism: How to report on business and economics., Apress, 2014
- ROBERT PICARD Media economics: Concepts and issues, Sage, 1989

ADDITIONAL BIBLIOGRAPHY

- 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
- ODELL, J.S. Negotiating the World Economy, Cornell University Press, 2000
- SASSEN, S. Cities in a World Economy, SAGE, 2018