



SUBJECT: JOURNALISTIC PROFILES EMERGENT SUBSCRIBED TO WEB SOCIETY

MASTER DEGREE: RESEARCH APPLIED TO COMMUNICATION MEDIA

ECTS: 3

QUARTER: 1ºSemester

TIMETABLE FOR THE SUBJECT

WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1	Introduction to the course, goals and global insight of course content.				Reading of introduction and first chapter of Jenkins book "Convergence Culture"	1,5	2
1	2	Unit I 1.- New journalistic profiles 2.- The modern mediatic paradigm of "convergent culture"				Writing an essay about new paradigm of Convergent Culture	1,5	2
2	3	1.- Exposition of students and debate between them with the lecturer about how it influences the "convergence culture" in Journalism of XXI century.				Reading of Jenkins book chapters III and IV, getting out all elements for helping to make an image of the transmedia storytelling	1,5	1



2	4	Unit II 1.- The transmedia storytelling: advantages and inconveniences. 2.- The transmedia storytelling and the web philosophy 2.0.				Defining a short research proposal for learning all transmedia writing elements in communication media.	1,5	2
3	5	Unit II 1.- The emerging journalistic profiles of Europe and USA.				Taking a simple and analysis of transmedia storytelling cases.	1,5	1
3	6	Unit III 1.- Adaptations of new specialized journalism to web society. 2.- Analysis by specialization area of its adaptation to web society				Writing conclusions of research done in considering transmedia storytelling	1,5	2
4	7	Unit IV 1. The cybersource in the daily journalistic work. The cybersource as communication media. 2. Challenges for new journalism of sources with high permeation in the web				Diferencial analysis of different cibersources proposed by the lecturer to every student. Writing a short report of that analysis	1,5	2
4	8	Exposition of students and debate between students and lecturer about works done about cybersources.				Writing a short research report to study the phenomenon of cibersources in	1,5	1



						communication media		
5	9	Unit V 1.- The concept of storytelling 2.- Dynamics of storytelling in reconfiguration of new journalistic profiles.				Reflective Reading of chapters I, II and III of Christian Salmon's book <i>Storytelling</i>	1,5	2
5	10	Unit V 1.- Analysis of cases-study in application of the storytelling. 2.- Dynamics of Storytelling as research topic in Social Sciences.				Reflective Reading of the rest of Christian Salmon's book y writing an essay about it.	1,5	5
6	11	Reformulation of units I, II, III, IV and V 1.- Applying of convergent culture, web philosophy 2.0 and dynamics of storytelling to different journalistic specialitation areas.				Writing a short research proposal to analyze dynamics of storytelling in media and inside of different specialization areas.	1,5	
6	12	Student expositions of essays and research proposals about storytelling in communication media. Debate with the lecturer.				Critical reading about a research paper published in JCR journals about some aspects analyzed in class. Students will select by themselves their	1,5	



						research work		
7	13	Unit IV 1.- Evolution of professional work in newsrooms in the web society.				Writing a reasoned report about methodology and obtained results from research chosen by the student.	1,5	
7	14	1.- General Conclusions of the course 2.- Susceptible aspects of research in a doctoral thesis 3.- Spanish and abroad universities where is being researched contents given in class.				Writing final reports of works done in class throughout the course, checking all suggested aspects by the lecturer in mentorings and expositions	1,5	
Subtotal			21+49=70					
15		Second-chance examinations, mentoring, handing works, etc.						
16-18		Preparing to evaluation and evaluation					3	
TOTAL HOURS							75	