

Source Journalism: Press Offices

UFV CODE: 1341 **ECTS:** 4.5

TYPE OF COURSE: O, 2C **HOURS:** 45

INTERNATIONAL CODE: JOU1341 **YEAR:** 4

REQUIREMENTS: None

OBJECTIVES: To know the process of creating news and any other journalistic product from an information source, whether a person, an institution, the communications media, a corporation or a document. How to create news in the context of communication offices. Press and communication offices: their structure, functions and work methods

DESCRIPTION: Description of the various information sources. Credibility. Balance between sources, source characterization: direct, reserved, off-the-record. Press and communication offices. Internal and external communication, and political communication. Crisis communication and role of the spokesman. Elements of the communication office: press releases, press conferences, guided tours, radio programs, media talks, round tables, electoral meetings, other TV journalism formats. press and public relations, press and corporate campaigns and other forms of communication

BIBLIOGRAPHY: Technical notes and summaries provided by the professor. Bibliographical recommendations

METHODOLOGY: Practical approach; students reproduce the working environment of a press office or communication office

EVALUATION: Ongoing, based on the practical exercises in class. Teamwork in class

will account for 50% and a final exam for the other 50% of the final grade

PROFESSOR: Carmen Thous Tuset **LANGUAGE:** Spanish