

COURSE NAME: PRESS OFFICES

UFV CODE: 1182 ECTS: 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: ADP1182 YEAR: 5

REQUIREMENTS: ADP1180

OBJECTIVES: To explain the role of a press office. To demonstrate the role of the press office in the information society. To identify the work of a journalist in a press office. To teach the techniques of journalistic writing in the press office. To show how to project corporate image for those who work as a journalist in a press office. To explain the relationship that must exist between the press office and the media. The importance of knowing the organization that the press office represents. Work ethics in the press office. To demonstrate the functions a press office must carry out

COURSE DESCRIPTION: The course will take a theoretical approach to the role of a press office and the journalist working there. After establishing the rules of corporate communication the students will undertake practical work to show the image of the organization the press office represents and the news it wants to make known. The course will focus in particular on the writing of articles by the press office and will teach techniques of promulgating an organizations' image

BIBLIOGRAPHY: To be provided at the beginning of the course

METHODOLOGY: Both theory and practice combined

EVALUATION: Continuous and final evaluation

PROFESSOR: To be appointed **LANGUAGE:** Spanish