

DEGREE IN: JOURNALISM**1. GENERAL DETAILS OF THE SUBJECT**

Name: **COMMUNICATION DEPARTMENTS**

Level: THIRD

Semester: FIRST

Type (Basic/Compulsory/Elective subject):

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2010

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2. DESCRIPTION

This subject is a collection of concepts, abilities and competences to apply basic knowledge and different tasks and procedures to elaborate communication strategies for private companies or public institutions from ad hoc professional departments.

3. SITUATION

PREVIOUS KNOWLEDGE AND SKILLS:

- Sense of curiosity to learn new things, which is an essential competence in every professional activity
- Ability to apply and adapt the acquired knowledge to new contexts and situations, with flexibility and creativity
- Ability to progress in the learning process autonomously and continuously.
- Ability to work in groups.

RECOMMENDATIONS:

- Have a good command of English, key to communicate in today's global world.
- Knowledge and application of the new technologies and systems used to process, produce and disseminate information to different publics.
- Habit of reading news everyday and consume media critically

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

All contents of the subject will be in English.

4. OBJECTIVES AND COMPETENCIES

The goal of this subject is to develop in students abilities to work in such an increasingly important field as the business and corporate communication by providing them necessary elements to familiarize with operations in Departments of Communication.

TRANSVERSAL GENERIC SKILLS:

- Ability to apply basic knowledge to each module or subject to their future job in a professional way and have competences to elaborate and defend ideas and solve problems in the communication and journalism field.
- Ability to gather and analyse important information to give opinions and reflect on relevant topics
- To develop learning skills to further studies with a high degree of autonomy.
- To know how to use tools to search for documents or online resources
- Ability to think about communication, not only from the professional practice perspective but also on its individual, social, cultural and political role, importance and impact
- To gain awareness of the role played by media and professionals in defense of freedom of speech along the history
- Ability to develop any journalistic task in different fields, genres and procedures

SPECIFIC SKILLS:

- Ability to present ideas in a reasoned way by means of fundamentals of rethorics and techniques of persuasive communication
- Ability to planify, use and evaluate public relations activities
- Ability to use legal sources related to communication
- Ability to create new patterns of visual communication and use them in print and digital media
- Ability to act ethically when using pictures, graphics, videos or sounds to document and complete the information
- Ability to work in groups and create professional structures to manage knowledge through communication inside any organisation.

5. COURSE CONTENTS OR THEMATICS SECTIONS

- 1.- Introduction: the importance of the image
- 2.- The new model of the company
- 3.- Image of the company
- 4.- Public relations
- 5.- Origen, concept and thipology of Communication Departments
- 6.- Informative instruments: oral comunication
- 7.- Informative instruments: Written communication
- 8.- Demostrative instruments.
- 9.- Opinative instruments.
- 10.- Media: field of action.
- 11.- Communication Departments.
- 12.- Online communication Departments.

6. LIST OF TOPICS

UNIT 0: Introduction

- To understand the importance of business and corporate communication
- The agenda setting

UNIT 1: Communication plan

- Structure
- Objectives, target and strategies
- Activities, budget and evaluation

UNIT 2: Creating media interest

- Analyze and call the editor
- Pitch
- Follow-up

UNIT 3: News release

- Style and research
- Content
- Photos

UNIT 4: Internet

- Email
- Web and social media
- Blogs

UNIT 5: Broadcast

- Scripts

UNIT 6: Special events

- News conference
- Press junket
- Visits
- Publicity tour

UNIT 7: Crisis

- Official statement
- Talking points
- Plan

7. METHODOLOGY AND TEACHING TECHNIQUES

METHODOLOGY

Different teaching techniques will be combined in order to make the best of the lessons.

First, there will be master classes and discussions to teach basic knowledge to students. On a general basis, the class notes will be uploaded to EUSA virtual learning platform. Every student should be responsible for having all these notes and other recommended texts to prepare the written exam.

Moreover, there will be practical lessons devoted to doing activities such as preparing protocol and press conferences, content curation practices, lexicon tests or writing exercises related to topics in the course. Most of these activities are planned to be done in the classroom at the end of each unit.

Tutorial sessions will also help students solve doubts and prepare the final compulsory exercise of the subject consisting on the production of a communication plan for a private or public corporation.

Final qualification of the course is calculated from the sum of the result obtained in the final practice, compulsory exercise and class activities. Attendance and attitude shown by students will be taken into account.

TEACHING TECHNIQUES

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Master Class and discussion | <input checked="" type="checkbox"/> Tutorial session | <input checked="" type="checkbox"/> Practical lessons |
| <input type="checkbox"/> Visits and trips | <input type="checkbox"/> Reading tests | <input type="checkbox"/> Others |

8. ASSESSMENT CRITERIA

There will be TWO pieces of assessment in this course, each focusing on developing different skills.

PRACTICE (70%)

A) Attendance (40%)

It will be assessed the attendance to the classes and the active participation in the debates.

A student is expected to attend all class contact hours. A student who attends less than 80% of class contact hours without justification may be awarded a final grade of UF (Unsatisfactory Fail). A student who arrives more than 15 minutes late may be penalised for non attendance.

B) Practice (60%)

The students will present different activities every week.

FINAL PROJECT (30%)

The students will present a final practice where they show everything they learned during the course.

Second call

Exam.

Third call

Exam.

9. REFERENCES

SPECIFIC:

- ARONSON, M. SPETNER, D. y AMES, C. (2007). *The Public Relations Writer's Handbook. The Digital Age*. San Francisco: Josey Bass
- ARROYO, L. y YUS, M. (2007). *Los cien errores de la comunicación en las organizaciones*. Madrid: ESIC
- BARTRAM, P. (1999). *Writing a Press Release*. London: How to Books
- BRODY, E.W. (1991). *Managing Communication Processes: From Planning to Crisis Response*. Santa Bárbara, California: Praeger
- CIPR (2013). *Share This Too: Social Media Solutions for PR Professionals*. London: CIPR
- DEVLIN, E.S. (2006). *Crisis Management Planning and Execution*. Boca Ratón, Florida: Auerbach Publications
- FOSTER, J. (2008). *Effective Writing Skills for Public Relations*. London: Kogan Page
- GRUNIG, J. E. y HUNT, T. (1984). *Managing Public Relations*. Boston: Cengage Learning

- GRUNIG, J.E. et al. (1995). "Models of Public Relations in an International Setting". *Journal of Public Relations Research*, 7(3), 163-186
https://s3.amazonaws.com/academia.edu.documents/42403036/Models_of_Public_Relations_in_an_Interna20160208-12190-1cvcchz.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1505117938&Signature=r%2FJqsh6SDvGOtCw8YtubE%2BDiIdA%3D&response-content-disposition=inline%3B%20filename%3DModels_of_Public_Relations_in_an_Interna.pdf
- LOSADA DÍAZ, J.C. (2004). *Gestión de la comunicación en las organizaciones: comunicación interna, corporativa y de marketing*. Madrid: Ariel
- RAMÍREZ, T. (1995). *Gabinetes de comunicación*. Barcelona: Bosch
- ROBERTS, J. (2017). *Writing for Strategic Communication Industries*. Columbus: Ohio State University <https://osu.pb.unizin.org/stratcommwriting/>
- VAN RIEL, C.B.M. (1995). *Principles of Corporate Communication*. New Jersey: Prentice Hall
- WEILL, P. (1992). *La comunicación global. Comunicación institucional y de gestión*. Barcelona: Paidós

GENERAL

- BRYANT, J. y ZILLMANN, D. (2002). *Media Effects: Advances in Theory and Research*. Nueva Jersey: Lawrence Erlbaum Associates
- LÓPEZ, M. (2004). *Cómo se fabrican las noticias*. Barcelona: Paidós
- McCOMBS, M. (2004). *Setting the Agenda: The Mass Media and Public Opinion*. Cambridge: Polity Press
- McCOMBS, M. (2011) "The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion". Austin: University of Texas
<http://www.virtualrhetoric.com/onlineclass/moodledata/11/McCombsAgenda.pdf>
- SALMON, C. (2008). *La máquina de fabricar historias y formatear las mentes*. Barcelona: Península

ONLINE RESOURCES

- <http://www.oxforddictionaries.com/>
- <http://dictionary.cambridge.org/>
- <http://www.dircom.org>
- <http://augac.es>
- <http://www.marketingmagazine.co.uk>
- <http://www.theglasshammer.com/news/2010/07/23/brand-preservation-five-critical-steps-for-effective-crisis-communications>