



COURSE DATA

DATA SUBJECT

Code: 36625
Name: Informative genres
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	1	First quarter
1937 - Double Degree Program in Audiovisual Communication and Journalism	Facultat de Filologia, Traducció i Comunicació	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Información periodística y su tecnología	COMPULSORY
1937 - Double Degree Program in Audiovisual Communication and Journalism	Primer Curso (Obligatorio)	COMPULSORY

COORDINATION

SAPIÑA GARCIA LUCIA

SUMMARY

The subject *Informative Genres* is part of the compulsory training module, together with other subjects such as *Communication Technologies I and II*, *Interpretative Genres*, *Journalistic Opinion Genres*, *Digital Journalism and Dissemination of Scientific and Technological Information*.

Its development is coordinated with the subject taught in *Fundamentals of Journalism*, *Interpretative Genres*, *Journalistic Genres of Opinion and Communication Technologies*, especially given the context of multimedia convergence. This educational integration helps students to become familiar with the different genres and languages of the various media, but also to know how to adapt the same information to each case, from traditional to digital media.

The course introduces students to journalistic genres and the development of the news, while correlating its contents with an introduction to informative and communicative techniques.



Throughout it, several SDGs (quality education, gender equality, reduction of inequalities, peace, justice and solid institutions, among others) are integrated through the reading, analysis and elaboration of current news.

The subject also participates in the educational innovation project PIEE 2025-26 entitled 'Preventive communication of suicide'.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Students enrolling in this course do not need to possess any special prior skills, beyond the correct use of the two official languages of the Valencian Community, a basic level of digital literacy, and a critical capacity to monitor current events and information to contextualize them.

COMPETENCES / LEARNING OUTCOMES

1334 - Degree in Journalism

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to reasonably propose ideas from the basics of rhetoric, as well as to communicate through the techniques of persuasion.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

Students should be able to adapt to technological and socio-occupational changes.

Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.

Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

Students should be able to work as a team, communicate their own ideas and integrate themselves into



group projects aimed at achieving results.

DESCRIPTION OF CONTENTS

1. News and the criteria of newsworthiness

- 1.1. Journalism as a method of interpreting reality
- 1.2. Objectivity and impartiality
- 1.3. The media as mediators. Social constructionism
- 1.4. Definitions of news
- 1.5. News values

2. The headline

- 2.1. Elements and characteristics
- 2.2. Types of headlines
- 2.3. The headline in the digital context: SEO, clickbait...
- 2.4. Case analysis and reflections

3. Sources of information and news production process

- 3.1. Definition and characteristics of sources
- 3.2. Treatment and use of sources
- 3.3. Typologies, attributions, and identification of sources
- 3.4. What are production routines?
- 3.5. Stages of the production process: research, selection and hierarchisation, and writing and editing
- 3.6. From print to digital newsroom: changes and evolution

4. Communicative environments

- 4.1. Right to the information and responsibility
- 4.2. Conscience clause and professional secrecy. Limitations
- 4.3. Introduction to the theory of journalistic genres. Definition and functions
- 4.4. From the classical theory to alternatives
- 4.5. Classification of informative-interpretative texts and opinion texts
- 4.6. Quality journalism. Analysis of good professional practices
- 4.7. Uncertainties, risks, and threats. Investigating and explaining a complex and ever-changing world
- 4.8. International reference models and new practices and tools (fact checking, data journalism, etc.).

These contents will be reflected in the following learning outcomes:

- Identify the capacity and ability to report current events and to use computer systems and resources.
- Illustrate the evolution of genres today and the new reality that the media are experiencing through the blending of different genres.
- Name the different genres, achieving through individual and group practice an appropriate writing style and structure within the time and space allocated for each of the requested assignments.

**WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	20,00
Computer classroom practice	40,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	10,00
Independent study and work	45,00
Preparation of lessons	30,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

- MD4 - Individual and/or group tutoring
- MD5 - Seminars and workshops
- MD7 - Problem-solving classes and case studies
- MD8 - Individual study and independent work
- MD9 - Group study and independent work
- MD1 - Theoretical classes (lectures or lectures with student presentations)
- MD2 - Practical classes
- MD3 - Debate classes

The methodology for teaching *Informative Genres* combines three types of activities:

- 1) Theoretical classes: explanation of the theoretical contents. These will be carried out on the basis of lectures and through student participation in the sessions, with analysis of practical cases and debate on the proposed concepts.
- 2) Practical classes: elaboration of informative pieces by the students.
- 3) Readings: based on the reading of a book, students will have to carry out a reading test.

EVALUATION

The general grading system will follow the Regulation of evaluation and grading of the Universitat de



València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

Weightings in the final grade

- Examination of theoretical content (and reflection): 25%
- Evaluation of complementary training activities (participation in workshops, seminars, etc.) through submitted reports: 5%
- Assessment and practical exercises, problem-solving, and case studies: 10%
- Evaluation of individual and/or group work: 60%

First call:

The evaluation of the subject has three different parts:

- 1) Theory: through a written exam (test type) the knowledge acquired in the theory sessions will be assessed.
- 2) Readings: Students will have to read and work on one or two books that deal with different aspects of journalism, from the foundations to the critical reflection of the current situation of the profession. From this exercise, students will have to carry out an exam on the reading.
- 3) Individual and group practical exercises based on questions linked to the theoretical content. Attendance is compulsory and the theoretical knowledge will be put into practice through the writing of informative pieces and the monitoring of the entire production process. In order to be assessed, the practicals must be handed in by the deadline indicated by the teacher.

Criteria

- 1) Theoretical part: The ability to synthesise, critique and analyse concepts and theoretical aspects raised in the course will be assessed.
- 2) Practical part: The writing of news according to news criteria; the ability to analyse and search for news aspects, according to the criteria of newsworthiness; the search for sources of information in own news; the expression and correction of the language; the use of different languages depending on the media; innovation in the design of communicative strategies will be assessed.
- 3) Participation and attendance: Involvement in seminar activities and monitoring of news topics will be assessed, in addition to weekly attendance at class time.

Second call:

The course will be evaluated taking into account three parts with the following proportions

- A) Individual written exam (questions to be developed): 25%.
- B) Practical work: 60% (the practical work done in class will be replaced by a practical part in the final exam, based on the materials provided by the teacher).
- C) Examination on compulsory readings: 15%.

Academic honesty



Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

REFERENCES

Core references

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Cantavella, J. y Serrano, J. F. (Coords.). (2008). *Redacción para periodistas: informar e interpretar*. Ariel Comunicación.

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Supplementary references

Borrat, H. (1989). *El periódico, actor político*. Gustavo Gili.

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Gómez Mompart, J. Ll. (1982). *Los titulares en prensa*. Mitre.

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Moragas, M. de (Ed.). (1994). *Sociología de la comunicación de masas. Estructura, funciones y efectos (vol. II)*. Gustavo Gili.

Núñez Ladevéze, L. (1995). *Introducción al periodismo escrito*. Ariel.

Palau Sampio, D. (2005). *Els estils periodístics*. Publicacions de la Universitat de València.

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Túñez, M. (1999). *Producir noticias. Cómo se fabrica la realidad periodística*. Tórculo Edicións.