

**COURSE DATA****DATA SUBJECT**

Code: 36628
Name: Digital journalism
Cycle: Undergraduate Studies / Master's Degree
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	3	First quarter
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	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
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Complementos de Formación	ELECTIVES

COORDINATION

CALVO MIGUEL DAFNE

SUMMARY

This compulsory module course focuses on the study of the characteristics of digital communication. It addresses issues such as journalistic practices on the Internet, communication processes on digital platforms, and the dynamics of online message construction. Throughout the course, students will work on the creation, editing, publication, and distribution of digital content, as well as the specific features of networked communication. The subject is related to the following Sustainable Development Goals: SDG 4, SDG 9, and SDG 16.

The course is linked to the associated educational innovation project "Orienta project: new professional paths for journalism" and to the consolidated teaching innovation group "Sustainable quality journalism: resources to innovate teaching and learning in the narration of complex realities and the 2030 Agenda".

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

It is recommended to have knowledge and familiarity with the use of the Internet and the most commonly used applications.

COMPETENCES / LEARNING OUTCOMES

1334 - Degree in Journalism

Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.

Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).

Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

DESCRIPTION OF CONTENTS

Part A: Characteristics of digital communication

1. Fundamentals of Internet communication

This chapter analyses the characteristics of communication generated through the Internet. It begins by explaining the vectors of change brought about by digitalisation, and then focuses on the origins and functioning of the Internet, which to a large extent continue to predetermine the nature of its communication. The evolution of the Internet is examined in connection with the development of the characteristics of this communication: dissociation from the medium; hypertextuality; breaking of space-time limitations; multimedia nature; and interactivity. All of this shapes a model of communication that is clearly different from, and in some aspects opposed to, the traditional model of mass communication.

It is divided into the following subtopics:

- 1.1. Communication and technological change
- 1.2. How the Internet works
- 1.3. Characteristics of networked communication
- 1.4. Mass communication and networked communication



Part B: Creation, edition and publication of contents for the Internet

2. Internet content production

This chapter analyses the genres within digital journalism, along with the similarities and differences that have emerged in recent years compared to traditional classifications. It also presents some key strategies and guidelines to make the task of creating and presenting content more effective and engaging in online newspapers, with special attention to the design of digital media homepages and the specific features of the platforms used. Likewise, it addresses the proper integration of different elements (hyperlinks, images, videos...) within news stories. This chapter also provides an overview of mechanisms for positioning news in search engines.

It is divided into the following subtopics:

- 2.1. Digital genres
- 2.2. Editing journalistic content for the Internet

Part C: Development of a digital newspaper

3. Characteristics of digital media

This chapter delves into the characteristics of digital journalists and highlights the precariousness of the sector caused by immediacy and low wages, despite the emergence of new professional profiles that have begun to gain space in media companies. On the other hand, it provides a brief historical overview of the evolution of digital media in Spain, with special attention to the triple crisis in journalism stemming from the global economic problems starting in 2007;2008. It also analyses the various business models in current digital journalism and the recent strategies in Spain involving stricter paywall implementations.

It is divided into the following subtopics:

- 3.1. Professional profile of the digital journalist
- 3.2. Evolution of digital media in Spain
- 3.3. Structural conditions of digital journalism
- 3.4. Business models

Part D. Distributed information and interactive contents

4. Digital audiences

This chapter describes the transformation of the media ecosystem linked to the use of large commercial platforms. Business models based on data collection encourage interaction, communication fragmentation, and debate polarization. In the case of media outlets, this context introduces new production practices. Content curation offers ways of managing information in the face of overload. Search engine positioning is essential for media visibility. In general terms, the interaction and participation of audiences in digital media redefines their role and implies the development of strategies to attract and retain users.

It is divided into the following subtopics:

- 4.1. Internet users
- 4.2. Information on social media
- 4.3. Information search and positioning



5. Organization of information on the Internet

This chapter addresses topics that have been central in recent debates on information and communication technologies. Leaks have generated discussions about public accountability and the limits of freedom of expression. Disinformation, although it predates the Internet, is reshaped through the use of social media in a context of low institutional trust. Citizen journalism proposes an alternative news production model to conventional media, driven by the democratization of information technologies. Finally, slow journalism emerges as a response to accelerated production cycles and the information overload of the current media ecosystem.

It is divided into the following subtopics:

- 5.1. Privacy and leaks
- 5.2. Disinformation and fake news
- 5.3. Open and citizen journalism
- 5.4. Slow journalism in the digital age

6. New trends in digital journalism

The final chapter of this manual addresses the implementation of recently developed technologies in journalism. Artificial intelligence and robotization drive automation in journalism at both production and editorial levels. The use of large datasets, as well as devices that receive contextual information, opens new possibilities for analyzing and presenting complex information. Blockchain offers potential for transparency and news verification, as well as for the development of business models based on micropayments. In conclusion, digital journalism is a discipline that adapts to emerging technologies, which define both the construction of news and the consumption of journalistic content in today's global context.

It is divided into the following subtopics:

- 6.1. Artificial intelligence and automation
- 6.2. Algorithms and big data in the Internet of Things
- 6.3. Blockchain in journalism
- 6.4. Digital journalism in the face of constant technological change

This content plan will be reflected in the following learning outcomes:

- Practice in the language of each of the traditional media (press, photography, radio, television), in their modern combined forms (multimedia) or new digital supports (internet), through hypertextuality.
- Operate with computer systems and resources and their interactive applications. Operate with information and communication technologies and techniques, in the different media or media systems combined and interactive (multimedia).
- Select and execute informative or communicative projects.
- Organize formal and aesthetic aspects in written, graphic, audiovisual, and digital media, as well as use computer techniques for the representation and transmission of facts and data by means of infographic systems.

WORKLOAD

PRESENCIAL ACTIVITIES



Activity	Hours
Theory	30,00
Laboratory	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	15,00
Individual or group project	23,00
Independent study and work	20,00
Preparation of lessons	30,00
Preparation for assessment activities	2,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

The course has a strong participatory component. The methodology used is of different types, which can be summarized in the following lines:

1. Participative master class aimed at the understanding of theoretical knowledge.
2. Classroom work, including discussions, case studies and seminars.
3. Practical classes in the laboratory through activities structured by the teacher that include the analysis of journalistic content and knowledge of digital tools.
4. Tutorials, both individual and group, which in no case are a substitute for theoretical or practical classes.

EVALUATION

The general marking scheme will follow the regulations of the University of Valencia approved by the Governing Council on 30 May 2017. ACGUV 108/2017. First assessment period: Assessment is based on the lecturer's observation of students' individual and group work. In the first assessment period, the weighting of each component is as follows: Practical sessions: 40%. Completion of the various assignments set, particularly during practical sessions. Attendance at and completion of at least 80% of these is compulsory to pass this part of the module. Final assignment: 20%. Production of a journalistic piece that meets the characteristics of online communication. Submission of this assignment is compulsory to pass the module. Exam: 40%. Written test on the theoretical content covered in class and the supplementary materials suggested throughout the course. Thoughtful contributions to class discussions on the theoretical material during lectures may add up to one extra mark to the exam mark. A mark of at least 5 is required to pass the module, provided that the overall mark for all sections is at least 5. Second sitting: In the second sitting, students may retake the exam, which accounts for 100% of the final mark. A mark of at least 5 is required in this exam to pass the course. Correct spelling and grammar will be required in both the exam and the practical exercises. Each spelling mistake, typographical error or incorrect expression will result in a reduction in the mark awarded, which may lead to a fail. Intellectual honesty is vital in academic communities and for the fair assessment of students' work. All work submitted for this course must be original. Work involving fraudulent collaboration will not be accepted, in accordance



with the "Protocol for dealing with fraudulent practices at the University of Valencia" approved by the Governing Council on 14 July 2020. ACGUV 123/2020. The use of artificial intelligence tools must comply with the provisions of the "Guidelines for the Responsible Use of Artificial Intelligence (AI) in Teaching and Assessment Activities at the University of Valencia" or any regulations that may replace them.

REFERENCES

Basic

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Complementary

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