



COURSE DATA

DATA SUBJECT

Code: 36645
Name: Fundamentals of journalism and communication techniques
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

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	Evolución del periodismo y de la comunicación	COMPULSORY
1937 - Double Degree Program in Audiovisual Communication and Journalism	Primer Curso (Obligatorio)	COMPULSORY

COORDINATION

MERCADO SAEZ MARIA TERESA

SUMMARY

The objective of this compulsory course, part of the module *Evolution of Journalism and Communication*, is to ensure students understand and apply the theoretical foundations of journalism as an introduction to the degree. Through reading, listening to, or watching journalistic works, documentaries, or fictional content, used for in-class analysis and discussion, students will explore the basic elements of journalism, beginning with current events and the types of stories that form journalistic narratives. Secondly, students will learn about journalistic cultures and professional roles from a theoretical perspective, before examining the various ways of practicing journalism. A core component of the course is the examination of ethical principles and self-regulation mechanisms in journalism in the context of misinformation and the use of AI in media.

Students will demonstrate public speaking and academic presentation skills related to theoretical course content.



This subject contributes to the Sustainable Development Goals (SDGs), particularly SDG 4 (Quality Education), and also to SDGs 5 (Gender Equality), 9 (Industry, Innovation and Infrastructure), SDG 10 (Reduction of inequalities) and 13 (Climate Action), through the topics addressed in the classroom.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

No previous knowledge is necessary.

COMPETENCES / LEARNING OUTCOMES

-

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

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

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

DESCRIPTION OF CONTENTS

1. Reading the Press

The ritual of staying informed is presented by focusing on the typology of journalistic events, with an emphasis on daily newspaper reading.



2. Academic Work on Journalism

The development of academic work is approached through knowledge of journalistic culture in relation to the social function of journalism.

3. Writing Current News

Through the explanation of professional roles, distinguishing between journalistic roles in the political sphere and in everyday life, various writing techniques applied to different journalistic genres will be observed.

4. Analysis and Presentation of Journalistic Practices

The analysis of compliance with ethical recommendations in journalism will lead to the public presentation of group work. To this end, the foundations of self-regulation in the journalistic profession will be studied, including the duties of truth, justice, freedom, and responsibility, as well as the concepts of editorial principles and style guides, newsroom statutes, news councils, audience advocates, and journalists' organizations.

5. Public Speaking

When presenting the analysis of journalistic practices in relation to second-generation ethical codes, the specificities of public speaking will be considered.

6. Speaking, Articulation, and Voice Projection

The practice of journalism in audiovisual media and online platforms will be studied, focusing on the characteristics of generalist versus specialized journalism and digital profiles.

7. Live Body Language

The work of correspondents and special envoys in audiovisual media will be examined, paying attention to the difficulties of working live and in conflict situations (war journalism).

8. Economy of Language

Through the presentation of investigative journalism cases, the most efficient ways of conveying complex messages using the least amount of linguistic resources will be explored.

These contents will be reflected in the following learning outcomes:

- Recall the basic theoretical foundations of journalism as an introduction to the degree.
- Summarise academic work and present it in public confidently.
- Identify techniques for written communication adapted to the subject or the corresponding journalistic genre.



- Identify oral communication techniques through voice control and body language.
- Apply economy of language and the ability to synthesise information.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	60,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

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

TEACHING METHODOLOGY

MD1: Lectures

MD5: Permanent current affairs seminar

MD5: Reading comprehension, reflection and discussion workshops using theoretical content, readings, or audiovisual journalistic pieces

Workshop as part of the PíEE 2025/26 **Educational Innovation Project**, in collaboration with *La Niña Amarilla Association*, on Preventive Communication on Suicide.

MD8: Individual self-study and assignments

MD9: Group self-study and assignments

EVALUATION



General grading system follows the *Evaluation and Grading Regulations* of the Universitat de València (ACGUV 108/2017, 30 May 2017).

First call:

- Examination of theoretical content (and reflection)- multiple-choice exam: 50%
- Evaluation of complementary training activities: 20%
 - In-class workshops: 10%
 - Current affairs seminar: 10%
- Evaluation of individual and/or group assignments: 30%
 - Reading assessment: 10%
 - Group project and presentation: 20%

To pass, the theoretical exam must be scored at least 5 out of 10.

If the reading test is not taken, it may be completed in the official call (10%).

If the workshops are not attended, students may take a test on their content (text and audiovisual dossier): 10%.

If the theory part is not passed, the other scores (workshops, reading, group work) will be retained for the second call.

Exam theoretical scores are NOT carried over to the second call. Current affairs test scores are not saved either.

Second call:

- Multiple-choice exam on theoretical content and : 50%
- Current affairs multiple-choice exam: 10%

And, in addition, if the class activities are not passed:

- Exam on the content covered in class (texts and audiovisual documents): 10%
- Multiple-choice reading exam: 10%
- Supervised individual assignment: 20% (those who have not completed the group work may submit it individually for the resit. Submission is on the day of the exam).

For the assessment elements to count, the theoretical exam must be passed with a minimum score of 5 out of 10 (or 2.5 out of 5).



Content theoretical exam:

1. The Elements of Journalism. The ritual of understanding current events. Types of journalistic events.
2. Journalistic Culture and Professional Roles. The social function of journalism. Journalistic roles in the political sphere. Journalistic roles in everyday life
3. Self-Regulation of the Journalism Profession. Duties of truth, justice, freedom, and responsibility. Ethical codes. Editorial principles and style guides. Newsroom statutes and information councils. Ombudspersons and audience advocates
4. Practicing Journalism. Generalists and specialists. Correspondents and special envoys. Digital profiles. Investigative journalism. Journalistic organization.

Academic honesty

Intellectual honesty is essential in academic communities and in the fair assessment of student work. All assignments must be original. Assignments involving fraudulent collaboration or composed with the help of artificial intelligence (ChatGPT or others) will not be accepted unless explicitly authorized by the teaching staff.

Plagiarism or any form of academic dishonesty may result in a grade of zero and the suspension of the exam session, regardless of additional disciplinary actions that may apply under current regulations.

The following are also considered serious offenses: copying or facilitating copying of assignments, gaining unauthorized access to exams, altering or destroying results, or impersonating someone in an exam. These must be reported to the Degree Coordinator.

Assignments and exams with spelling, syntactic, or coherence errors may be penalized and, in serious cases, result in failure of the assessment.

REFERENCES

Core references

Aznar, H., y Mercado, M. (2023). *Autorregulación de la comunicación social*. Tecnos.

Fontcuberta, M. (1993). *La noticia: pistas para percibir el mundo*. Paidós.

Kovach, B. y Rosenstiel, T. (2003). *Los elementos del periodismo*. Ediciones El País.



Hanitzsch, T., y Vos, T. (2018). Journalism beyond democracy: A new look into journalistic roles in political and everyday life. *Journalism*, 19(2), 146-164. <https://doi.org/10.1177/1464884916673>

Randall, D. (2008). *El periodista universal*. Ediciones Siglo XXI.

Supplementary references

Aznar H., Mercado-Sáez, MT. y Álvarez, Á. (2024). Verifying a new historical stage in the ethics of communication: second generation ethics codes. *Frontiers in Communication*, 9. <https://doi.org/10.3389/fcomm.2024.1495897>

Munoriyarwa, A. y de-Lima-Santos, M. F. (2025). Generative AI and the Future of News: Examining AI's Agency, Power, and Authority. *Journalism Practice*, 1-12. <https://doi.org/10.1080/17512786.2025.2545448>

Borrat, H., y Fontcuberta, M. (2006). *Periódicos, sistemas complejos, narradores en interacción*. La Crujía.

Fernández del Moral, J. (Coord.). (2004). *Periodismo especializado*. Ariel.

Gomis, L. (1997). *Teoría del periodismo*. Paidós.

Humanes, M. L. (2003). Evolución de roles y actitudes. Cultura y modelos profesionales del periodismo. *Revista Telos*, (54), 1-11.

Mellado, C. (2015). Professional roles in news content. *Journalism Studies*, 16(4), 596-614. <https://doi.org/10.1080/1461670X.2014.922276>

Quesada, J. (2012). *Curso de periodismo especializado*. Síntesis.

Rodrigo Alsina, M. (1989). *La construcción de la noticia*. Paidós.