



## COURSE DATA

### DATA SUBJECT

**Code:** 36657  
**Name:** Work placement II  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 4.5  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	3	Indefinite (Individuals)
1334 - Degree in Journalism	Facultat de Filologia, Traducció i Comunicació	4	Indefinite (Individuals)

### SUBJECT-MATTER

Degree	Subject-matter	Character
1334 - Degree in Journalism	Optatividad	ELECTIVES
1334 - Degree in Journalism	Optatividad	ELECTIVES

### COORDINATION

BORDERIA ORTIZ ENRIQUE

## SUMMARY

This optional subject belongs to the external internship module of the Journalism Degree. It be completed throughout the fourth academic year, as they may take place during either the first or second semester.

The areas of professional activity define the student profiles for internships in companies:

- Reporter, presenter, correspondent, director, etc., in any type of media outlet or media support role, such as the press, radio, television, or digital platforms.
- Management and implementation in communication or press offices, both in the private sector and in public institutions, either in general or specialized capacities.
- Writing and editing tasks in companies that produce informational and cultural content, through all types of media and/or formats.
- Ideation, planning, and writing of websites for online systems.
- Cultural and communication management and consulting in public institutions or private companies.
- Ideation and scripting of documentary productions, audiovisual programs, educational



- campaigns, and mediation campaigns.
- Applied research and forecasting in the field of communication or in companies specializing in audience measurement and opinion polling.

External internships highlight the importance of quality education (SDG 4) as the foundation for building a dignified and sustainable professional career, in line with the principles of equal opportunities (SDG 5) and decent work (SDG 8) promoted by 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

The requirement to take this course is to have passed 120 ECTS of the Journalism Degree.

## 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 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 design both formal and aesthetic aspects in written, graphic, audiovisual and digital media, as well as the use of computer techniques for the representation of facts and data through infographic systems.

Students must be able to perform the main journalistic tasks, develop them within thematic areas, and apply them to journalistic procedures.

Students must be able to search, select, contextualise and order any type of source or document (written, audio, visual etc.) useful for the elaboration and processing of information, as well as for persuasive communicative or fictional and entertainment uses.

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

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.



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

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 recover, organize, analyse and process information and communication with the purpose of private or collective uses through various media and supports or in the creation of productions of any kind.

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 have the capacity and creativity necessary to take expressive and thematic risks within the scope and timeframes of communicative production, applying well-founded solutions and perspectives to the development of projects.

Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.

## DESCRIPTION OF CONTENTS

The student must put into practice in the world of media companies the profiles defined by the objectives of the journalism degree:

1. Editor of journalistic information in any type of medium.
2. Editor or head of press or institutional communications (press or communications offices).
3. Communications consultant (research and analysis of communication processes; consulting, assessment, and measurement).
4. Portal manager and digital content editor.

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

- Apply the tasks and routines of the journalistic profession across any traditional or electronic media platform, including roles such as writer, presenter, etc., in news organizations.



- Adapt personal skills to work and coordinate communication departments in both public and private institutions.
- Prepare editing tasks in publishing companies or producers of cultural and informative content using all types of media and formats.
- Communicate fluently and effectively in the native languages, both orally and in writing, by using the most appropriate linguistic and literary resources for each medium.
- Identify and understand specialized texts and documents on any relevant topic, and summarize or adapt them using accessible language and vocabulary for a general audience.
- Deduce, organize, analyse, and process information and communication for dissemination, service, or use in private or collective settings, through various media or in the creation of any type of content.
- Discover, select, and prioritize all kinds of sources or documents (written, audio, visual, etc.) useful for processing and producing information, as well as for persuasive, fictional, or entertainment communication purposes.
- Practice the specific language of each traditional medium (press, photography, radio, television), in their modern combined forms (multimedia) or new digital platforms (internet), using hypertextuality.
- Operate computer systems and resources, including their interactive applications. Use information and communication technologies and techniques across various combined and interactive media systems (multimedia).
- Apply journalistic practices in core tasks, developed across thematic areas, using appropriate genres and professional techniques.
- Select and implement journalistic or communication projects.
- Organize formal and aesthetic aspects in written, graphic, audiovisual, and digital media, and use digital tools to represent and transmit facts and data through infographics.

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at the internship centre	100,00



Attendance at supplementary activities	0,00
Monitoring and tutoring of internships	12,50
<b>Total hours</b>	<b>112,50</b>

## NON PRESENCIAL ACTIVITIES

Activity	Hours
Independent study and work	0,00
Preparation of supplementary reports	0,00
Preparation of the internship report and evaluation of the internship	0,00
<b>Total hours</b>	<b>0,00</b>

## TEACHING METHODOLOGY

The teaching methodology is divided into two components:

### 1. At the center, institution, or company where the student carries out the internship:

- General guidance on the internship process (provided by the academic tutor)
- Orientation interview and intermediate follow-up activities (by the academic tutor)
- Activities carried out at the internship center (company tutor)
- Contact and meetings with the company tutor
- Attendance at seminars, meetings, and individual or group tutorials

### 2. Individual work by the student:

- Preparation for activities and seminars
- Drafting of intermediate internship reports
- Preparation of the final internship report

## EVALUATION

Competencies will be evaluated in relation to the proposed objectives, as well as the defined entry and exit profiles. This evaluation will be based on:

- The assessment by the external tutor, that is, the company's tutor, who will monitor the student's formative



progression through continuous evaluation (20%).

-The periodic reports in tutorials and the final practice report prepared by the students concerning their tasks in the company or institution (60%).

-And the assessment by the University tutor, taking into account the contributions of both the company's tutor and the evaluated student (20%).

The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017. ACGUV 108/2017.

### Academic honesty

Intellectual honesty is vital in academic communities and for the fair evaluation of students' work. All submitted work in this course must be original. Work involving fraudulent collaboration or composed with the help of artificial intelligence (ChatGPT or others) will not be accepted.

If plagiarism is detected in a student's evaluative work, it may be graded with a numerical score of zero and result in the suspension of the course, regardless of any disciplinary procedures that may be initiated and, if applicable, the sanction in accordance with current legislation.

Serious offenses, such as copying or facilitating the copying of work among students, irregularly accessing or prematurely obtaining exam content, facilitating or attempting to appropriate, alter, or destroy the content or results of an evaluative activity, and impersonation in exams, will also be considered serious offenses and may result in immediate suspension of the course. When such serious offenses are detected, the instructor must report them to the Degree Coordinator.

Submitting work and/or exams with spelling, typographical errors, or errors in syntax, coherence, or writing will be penalized and may result in the suspension of the test.

## REFERENCES

### Basic references

García-Borrego, M., & Gómez-Calderón, B. (2022). Las diferencias de género en el Grado en Periodismo: un estudio de las prácticas en empresa. En S. Carrascal Domínguez & N. Camuñas Sánchez-Paulete (Coords.), *Docencia y aprendizaje: competencias, identidad y formación de profesorado* (pp. 471-485). Tirant Humanidades & Tirant lo Blanch.

García-Borrego, M., Gómez-Calderón, B., & Córdoba-Cabús, A. (2021). Menos no siempre es más. Cómo el tamaño de los medios condiciona las prácticas extracurriculares en Periodismo. *Revista de Comunicación de la SEECI*, 54, 79-95. <https://doi.org/10.15198/seeci.2021.54.e634>



Gómez-Calderón, B., & García-Borrego, M. (2020). Las prácticas en empresas de los estudiantes de Periodismo en España: diferencias entre medios y gabinetes de comunicación. *Cuadernos.info*, (47), 162;183. <https://doi.org/10.7764/cdi.47.1903>