



## COURSE DATA

### DATA SUBJECT

**Code:** 44899  
**Name:** External internship  
**Cycle:** Master's Degree  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	Facultat de Filologia, Traducció i Comunicació	1	Indefinite (Individuals)

### SUBJECT-MATTER

Degree	Subject-matter	Character
2239 - Master's Degree in New Journalism, Political Communication and Knowledge So	External internship	INTERNSHIPS

### COORDINATION

MERCADO SAEZ MARIA TERESA

## SUMMARY

The External Internships aim for students of the Master's program to gain formative professional experience in private, public, or third-sector entities related to the areas of knowledge covered by the Master's in New Journalisms and Political Communication. The goal is to apply the skills acquired in the academic program in a professional environment outside the Master's framework. To this end, a formative period is proposed during which students, through a professional training experience in a specific organization, begin to use tools and techniques appropriately and relate the theoretical content and skills acquired in the other modules with a professional simulation activity.

The roles involved in organizing the External Internships are:

- External Internships Coordinator. A faculty member responsible for contacting entities with signed internship agreements; ensuring the training area matches the student profile; assigning an academic tutor from the host entity to each student.



- Academic Tutor. Responsible for monitoring and evaluating the internship in coordination with the host organization's tutor and the External Internships Coordinator. To this end, the tutor maintains regular contact with the student to detect any possible issues.
- Host Organization Tutor. Responsible for ensuring that the Training Plan included in the External Internship profile is fulfilled.

Each enrolled student will have an academic tutor and a tutor at the host organization. Both tutors and the student will coordinate their activities through a work plan.

This course specifically addresses the following Sustainable Development Goals:

- SDG 4: Quality Education. Target 7: Students acquire the theoretical and practical knowledge necessary to promote sustainable development, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity, and the contribution of culture to sustainable development.
- SDG 5: Gender Equality. Target 1: End all forms of discrimination against all women and girls everywhere.

## 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 enrolment restrictions with other courses in the curriculum have been specified.

## COMPETENCES / LEARNING OUTCOMES

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Be able to apply quantitative and qualitative sociocommunicative research methodologies and techniques in the field of new journalism and political communication.

Be able to locate, produce and manage information sources of all kinds in order to deal with information action on relevant social issues, such as freedom and safety, health, politics, cultural activity, communicative action, etc., by integrating information, communication and organisation technologies into the process.

Deploy the faculties of initiative, proposition and inventiveness in the selection of problems and in the



search for solutions and interventions in work contexts.

Respect and promote fundamental rights, equal opportunities and non-discrimination on the grounds of economic status, ethnic origin, sexual orientation or beliefs.

Respect and promote the principles of equality between men and women, universal accessibility for people with functional diversity, democratic values, the culture of peace and sustainability.

Ser capaz de realizar trabajos prácticos, adaptados a entornos comunicacionales reales, con especificidad en los campos de la comunicación política y/o de las nuevas especializaciones periodísticas, aplicando los conocimientos, las capacidades y las habilidades adquiridas.

Show sensitivity for work carried out with rigor, commitment and emphasis, by using inclusive, non-sexist and non-discriminatory language.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## DESCRIPTION OF CONTENTS

### TRAINING PROGRAM 1. Journalism in the media

Specific objective: Contribute to the tasks and production routines specific to media outlets (press, radio, television, integrated media, digital-native platforms).

Activities:

Production of journalistic content: research, gathering, verification, writing, and preparation of pieces in any journalistic genre depending on the medium (news, bulletins, interviews, reports, etc.).

Format adaptation according to the medium's specificities and publication on social media.

Company profile: Media outlets of any format and periodicity.



Company tutor profile: Experienced journalists or managers of conventional media.

#### TRAINING PROGRAM 2. Corporate, institutional, and political communication

Specific objective: Become familiar with public communication developed by public and private entities, foundations, institutions, political parties, and third sector organizations (NGOs), linked to strategies for image building or public discourse (storytelling).

##### Activities:

Communication management in communication departments: media relations, press calls, interviews, event coverage, production of press releases and other content for dissemination in digital environments.

Participation in the creation, development, monitoring, evaluation, and dissemination of campaigns and projects.

Company profile: Companies with communication departments, business corporations, public institutions, political parties, trade unions, foundations, organizations, and associations in the third sector.

Company tutor profile: Corporate, institutional, or political communication managers.

#### TRAINING PROGRAM 3. Communication research and consulting

##### Specific objectives:

Delve into the study of social phenomena and communication processes, current or prospective, for all kinds of organizations using various quantitative and qualitative techniques.

Contribute to the development of public positioning campaigns, image building, crisis communication, electoral processes, etc.

##### Activities:

Participation in research and analysis tasks for the development of strategic communication



reports.

Support in designing public communication and institutional relations strategies.

Company profile: Communication consultancies, communication agencies, research centers, and public or private entities.

Company tutor profile: Communication consultants and specialists in strategic communication and consulting.

#### TRAINING PROGRAM 4. Digital content and social media management

Specific objective: Manage content in digital environments according to current forms of communication consumption and user interaction.

Activities:

Content creation and management: video storytelling, creative content development, copywriting for posts and social media.

Documentation and trend research in social media.

Community management on social networks.

Company profile: Media outlets, news agencies, public or private entities, third sector.

Company tutor profile: Digital content and social media managers in companies and institutions.

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at the internship centre	120,00
Attendance at supplementary activities	4,00
Monitoring and tutoring of internships	6,00
<b>Total hours</b>	<b>130,00</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	20,00
<b>Total hours</b>	<b>20,00</b>

**TEACHING METHODOLOGY**

- Tutorías
- Asistencia y participación en talleres, seminarios y conferencias
- Actividades formativas presenciales en centros de prácticas, con supervisores de seguimiento

**EVALUATION**

Attendance and monitoring of the 120-hour internship: 5%

Evaluation of the work carried out in the host organization (Tutor's Report): 45%

Evaluation of the final internship report (Master's Tutor): 50%

The coordinator will provide a specific template for the report and schedule tutoring and submission dates.

**Originality Conditions**

All the work that students produce at the host company or institution during their internship, or for academic assessment purposes (Final Internship Report), must be original, without plagiarism or improper use of artificial intelligence (ChatGPT or others). Plagiarism, as a serious offence, will result in the immediate cancellation of the corresponding course call. It will also be considered a serious offence and therefore lead to the immediate cancellation of the call to copy or enable the copying of assignments between students; to access or appropriate content irregularly or in advance; to enable or attempt the appropriation, alteration, or destruction of the content or results of an assessable activity; and to impersonate someone else during the internship or in the preparation of the Report.

**REFERENCES**

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