



FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES

JOURNALISM – COURSES OFFERED IN ENGLISH

COURSE DESCRIPTIONS

1st YEAR SUBJECTS.

ANTHROPOLOGY (6 ECTS) – *Not compatible with* THOUGHT AND TECHNOLOGY

The intention of this course is to be a metaphysical reflection on the human being, whose dignity relies ultimately on our transcendental origin and destiny. After the preliminary and methodological description of Anthropology, we adopt a realist standpoint in order to analyze the main human powers, the unity and limits (origin, suffering and death) of our being. We also have to reflect on the meaning of being a person, on our dignity, and on the necessity and possibility of performing a social and religious life. Finally, our metaphysical standpoint is well complemented by some theological reflections on human fullness revealed by the Christian faith and life.

BASICS OF ART AND DESIGN (6 ECTS)

Contemporary Graphic Design is complex and ever changing in form. It synthesizes and transmits information to the public while, at the same time, reflecting cultural aspirations and moral values in society. Designers are responsible for using their images in ways that benefit society. This course studies the philosophical and rational bases of aesthetics and artistic creation, as well as ontological implications in order to apply this knowledge to graphic design. The main objective of the subject is to give the student basic concepts in order to develop the best skills of the graphic designer within the area of communication, not only as someone who carries out but also translates and interprets creative projects. The use of new technologies applied to Graphic Design will also be important. Knowledge of the adequate use of color, image and typography will be studied in depth.

BASICS OF PHOTOGRAPHY AND AESTHETICS (6 ECTS)

The main objective of this course is to give the student the ability to understand and acquire the fundamental basis of aesthetics for its later application to the photographic process: being able to communicate through the creation of images. During the course the student will learn the moral and philosophical implications of aesthetics and their influence over the observer, as well as the evolution of photography throughout history.

The student will learn how to produce quality images with both digital and analogical SLR cameras, understanding how the photographic process works, and using the new Information Technologies applied to digital treatment of photography and its implications for the photograph's final effect on the public.

GREAT BOOKS (6 ECTS)

This course will be used to give the students a general knowledge of some classic books according to their importance in the evolution of Western Culture. The texts are studied, not only for their literary or textual value, but also for their interest as an ideological and anthropological work. The ideas and main themes developed in the texts created important streams of knowledge throughout the centuries and they still explain the reason for the human being's existence.

HISTORY AND SOCIETY (6 ECTS)

History and Society is a mandatory course for all CEU San Pablo degrees. It aims at making students conscious about the world they live in, its historical roots and the contributions of Western civilization to the history of mankind. It deals with the development of our chronological history, from the invention of writing in Mesopotamia to our present time. A most important objective is also to encourage students to reflect on what we owe to our ancestors and to understand the importance of our place in society and history. The methodology includes readings, discussions and class activities.

POLITICAL AND CULTURAL THOUGHT (6 ECTS)

A survey course of political and cultural theory, from the Greeks to the present. Students develop their critical thinking by debating and studying the most important social, political and cultural theories of all times, as well as the origin of contemporary political organizations and ideas. Readings include Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Tocqueville, Marx and Nietzsche, as well as present-day political writers. Films, works of literature, art and other media are used in class.

THEORY OF COMMUNICATION AND INFORMATION (9 ECTS)

The subject matter covered by the module includes: Communication theories, models and research perspectives; Communication and responsibility: self-regulation, public function of news, truth and objectivity; Communication, persuasion and manipulation; Communication and governance: freedom of expression, control and media democracy; and finally, a short review of Communication industries. It aims to understand Communication as a field of analysis and academic reflection through the study of relevant theories and concepts. This subject provides a critical analysis of the place of communication in contemporary society. It provides fundamental knowledge about communicative and persuasive actions. Also, it analyses communicational content from diverse theoretical perspectives.

WRITING FOR THE MEDIA I (6 ECTS)

This course is an introduction to the rules, styles and common mistakes that exist in the Media in English. Students will learn how to prepare a presentation, write for a newspaper, website, television and radio show. They will also see the differences between writing for Journalism, PR and Advertising, and even how to write for sports and politics. Interaction is an important part of this class, as students will normally present their work in front of their classmates in order to improve their ability to communicate, their self-confidence and use of written and spoken English.

2nd YEAR SUBJECTS

BASICS OF ADVERTISING (6 ECTS)

The module, 'The Basics of Advertising', gives students a glimpse of various advertising campaigns and helps them to make the first step towards working for a professional organisation. In addition to allowing students to move closer to a more rounded understanding of Advertising and Public Relations, the module also helps students to gain an up-to-date knowledge of the basic structure of the advertising market and the relationship between the major agents (advertisers, agencies, media and consumers) as well as the general process of planning an advertising campaign. To summarize, this module aims to provide the necessary bases to facilitate understanding and learning of the other specialised disciplines which are part of the study plan for the degree in Advertising and Public Relations.

CONTEMPORARY WORLD HISTORY (6 ECTS)

This course will cover the period from the French Revolution to the Cold War, and is divided in three blocks:

Block I: From the French Revolution and its consequences to end of World War I.

Block II: The Russian revolution, the Interwar Period and World War II.

Block III: From the Cold War to the emergence of the new Asian countries.

The main objectives of the course are to:

- Acquire the ability to understand historical texts and documents.
- Develop critical thought.
- Acquire the foundations of Arts and Humanities related to History.

CONTEMPORARY WORLD LITERATURE (6 ECTS)

This subject is aimed at providing students with the required tools for the analysis of the major literary works and genres in World Contemporary Literature. It is also concerned with enhancing students' process of analysis by means of studying literary texts as well as enriching the students' knowledge of social, ideological, religious and political changes as they have been reflected in literature. By means of explanations in class, text analysis and readings of the original works as well as literary criticism in English, students are required to learn about the major trends in literature in the 19th and 20th centuries. The explanations will be focused on European and North American literature.

ENGLISH (6 ECTS)

The basic objective of this professional English course is to prepare the communication students for their work environment. Terminology related to the media will be covered and, at the same time, students will learn how to write for a professional environment, how to speak effectively in public, presenting and defending ideas and projects in front of a critical audience and finally, how to write resumes /CV's, letters of application, email communications, etc.

INFORMATION ARCHITECTURE AND ANALYSIS (6 ECTS)

Information Architecture is about organizing and optimizing the flow of information, helping people find, retrieve and share data/information effectively and make right decisions accordingly. In fast-changing social, organizational and technological environments, Information Architects know how to design and integrate information spaces, using traditional systematic structures such as ontologies, classification schemes, controlled vocabularies and thesauri, as well as developing new technologies and methods akin to the digital realm and the internet.

JOURNALISTIC DESIGN (6 ECTS)

The goal of this subject is the application of graphic design concepts to journalism, as well as the different characteristics and rules supporting it (typography, image, color, frames, etc.). New technologies are used for the interpretation and critical analysis of different graphic projects.

RADIO (6 ECTS)

The main objectives of this subject are to acquire the capacity to analyze the structure, audience, content and styles of radio, as well as to be able to produce radio content. The students will be required to devise, write and produce magazine programmes, factual packages, news bulletins, live music features and material suitable for cross platform consumption.

The student will learn to:

1. Develop critical skills on Radio contents through the understanding of the radio-phonetic language, as well as the different procedures of production and creation.
2. Understand the context of communication in the information society.
3. Develop a correct and efficient use of sound codes and language.

SOCIAL DOCTRINE OF THE CATHOLIC CHURCH (6 ECTS)

The main objective of this subject is to teach the students the basis of the Catholic Doctrine and its influence on society. This module is divided in two parts: Introduction to the Social Doctrine of the Catholic Church and the main treaties of the Social Doctrine of the Catholic Church.

The units will emphasize principles and topics such as: Solidarity, Common Welfare, Social Justice, Natural Law, the rational Knowledge of God, Marriage and Family, Politics and Economy and Social Media.

TELEVISION (6 ECTS)

This course is designed to introduce students to TV news and communication in order to provide them with skills to work in Media. Emphasis is on writing and reporting, but also on learning the internal work procedures of Television. It also fulfils the need to know how the audiovisual media have developed, their history and how Television stations currently work. The course is an initial exploration to provide the students with a general feel for Television.

WRITING FOR THE MEDIA II (6 ECTS)

The students will be able to adapt the different kind of messages they produce to every specific type of Communication. This course will focus on opinion and argumentative journalistic and communication genres.

The main objective of the course is to learn and use the different discourse strategies in Communication regarding opinion and argumentation or reasoning. These strategies will address practical issues in Journalism, Audiovisual Communication, Advertising and PR and Digital Communication.

3rd YEAR SUBJECTS

CONTEMPORARY HISTORY OF SPAIN (6 ECTS)

This course will cover the period in Spanish History from the fall of the Old Regime and the implementation of liberalism in Spain, including the reign of Ferdinand VII and the 1st Republic, to the Second Republic and the Spanish Civil War, covering topics such as the causes of the War and its consequences. The last part of the course will address the period of Franco's dictatorship, the Democratic transition of Spain and the restoration of Monarchy.

DOCUMENTATION AND RESEARCH TECHNIQUES (6 ECTS)

The aim of this course is to provide students with the research techniques and sources of information and to train them to be able to systematize the analysis of a communicative content from a descriptive, critical and evaluative standpoint, as well as to master the methodology that allows the optimal and effective search, retrieval and evaluation of information in order to create new knowledge.

In particular, they will learn how to define and identify the different kinds of information objects, as well as how to browse in both physical and digital archives. They will acquire a deep understanding of the internet and a critical assessment of its information architecture. Both textual and non-textual documents and archives will be studied. In short, students will learn how journalists and scholars undertake the investigation of a specific topic.

ETHICS AND DEONTOLOGY (6 ECTS)

This subject approaches Ethics in all communication disciplines (Journalism, Audiovisual Communication, Advertising and PR) from various perspectives. The main objective of the course is to explain and to learn how the communication professional must behave. Most of the emphasis will be on the truthfulness, veracity and good practice of the communication professional. In this globalized world, where media are continuously giving information, it is very important to pay special attention to issues such as: freedom of speech and its limits, honesty and responsible communication.

HISTORY OF JOURNALISM (6 ECTS)

To understand current journalism and its relevant social role, it is important to know the mechanisms of its origins and evolution. History of Journalism provides the students with a condensed summary of the main press models, newspapers and media from the XVI century to the present. We will study the birth and history of journalism, worldwide and in Spain; in order to know what our predecessors did and to be ready to meet today's challenges. The methodology of the subject includes readings, discussions and class activities

JOURNALISTIC WRITING I (6 ECTS)

The aim of this course is to teach the necessary skills for understanding reality according to journalistic criteria. Students will be provided with the necessary tools for writing journalistic texts focusing on how to write news reports. The first part of the course will establish limits for informative facts and reflect on different approaches to doing so. Immediately afterwards, the structure of news will be discussed, with a special emphasis on how to write headlines, leads, and also the body of the news. The last part of the course focuses on feature writing.

JOURNALISTIC WRITING II (6 ECTS)

This course continues to develop the necessary skills for writing journalistic texts, expanding the journalistic genres already covered in Journalistic Writing I. The syllabus will hinge upon two main journalistic genres: interviews and news reports. The structure of both parts of the course will follow the same pattern: first, a delimitation of the concept will be provided, then several reflections on how to prepare interviews or news reports will be considered, and finally, typologies will be discussed before reaching the final stage of writing the news.

LAW (6 ECTS)

This subject prepares students to know and understand the basics of Law. Communication students need to acquire the knowledge which combines legal regulation and communication, in particular the rules of constitutional character which allow people to exercise their legal rights.

One of the main aims of this module is to create habits that help students to deal with all matters of a legal nature that may arise in their professional future, as well as give them the ability to rationalize the constitutional protection that legitimates freedom of information.

RADIO AND TELEVISION JOURNALISM (6 ECTS)

Students doing this course will have a critical outlook of radio and television contents with a good comprehension of radio and audiovisual language, as well as the different procedures of production and creation. They will develop a correct and efficient use of the visual and audio codes and the different techniques, processes and tools involved in the production of news for radio and television. They will be able to carry out the analysis of the structures, typologies, contents and audiovisual communication styles, and to perform and produce news contents using the narrative and technological techniques required.

Requirements:

There are no pre-requirements but it is highly convenient that the student has previously acquired the sound knowledge and skills included in the second year courses 'Radio' and 'Television'.

SPECIALIZED JOURNALISM I (6 ECTS)

In this course students will learn and understand how to apply the fundamentals of specialized journalistic information. Journalists have to appreciate and distinguish, investigate and verify the facts and their environment, knowing the context and background, as well as keeping in mind consequences and effects. The management of information, from contradictory and interested sources, is a challenge for journalists who need ongoing training, multidisciplinary knowledge and professional skills to ask and learn to verify, the essential tool of journalism.

The course will teach students to systematize content analysis and master the method that enables effective search and evaluation of information in order to create new knowledge. Correctly handle the techniques of release and recoding in different levels of specialization in journalism.

TECHNOLOGY AND THE NEW MEDIA (6 ECTS)

The main objective of this subject is to teach the students Information Technologies, applied to the different communication platforms and contents so they can understand and manage all the challenges that digitization is creating in the structures of Journalism, Advertising and Audiovisual Communication. With this subject, the students will acquire the knowledge and competences needed in order to process, create and transmit information through the new media.

4th YEAR SUBJECTS

APPLIED LEGISLATION (6 ECTS)

This is a basic course for any student interested in communication in general. Every communication professional has to know and understand his rights and obligations and know the limits of his work. The subject will be focused on the laws in Spain regulating communications (Media, Journalism, Advertising) and studying the main rights concerning information and the responsibilities of communication.

BUSINESS AND INSTITUTIONAL COMMUNICATION (6 ECTS)

This course serves as an introduction to the most typical writing styles and rules in Business Communication, from the points of view of a Company and a Press Agency. Students will learn how to prepare a press release, write and design their own internal magazine, write newsletters, work on their company's corporate image and control a crisis situation, amongst other subjects. Interaction is an important part of this class, as students will normally present their work in front of their classmates in order to improve their ability to communicate, their self-confidence and use of written and spoken English.

INTERNATIONAL RELATIONS (6 ECTS)

This course is designed for students to acquire basic knowledge about the key political, economic and geostrategic concepts of modern international society and the central characteristics of the globalized world order. Students will employ the analytical tools necessary to assess and comprehend current international events.

MEDIA CONGLOMERATES AND COMPANIES (6 ECTS)

This course provides fundamental basic knowledge of enterprises and, in particular, communication and information enterprises, through detailed study of entrepreneurial reality in today's context. It will also provide basic approximation to two of the main areas in the classic distribution of an enterprise: Financial and Commercial (marketing), while establishing basic principles regarding strategic planning for an enterprise.

OPINION JOURNALISM (6 ECTS)

This course aims to provide knowledge and understanding about the relation between information, analysis and op-eds, as well as stylistic characteristics belonging to journalistic forms related to opinion: editorials, op-eds, columns, critics, reviews, etc).

POLITICAL COMMUNICATION (6 ECTS)

From the point of view of communication and its use, the student will learn how to assess the need for communication and information from a democratic perspective. The course will prepare the student to face the challenges and to identify opportunities that specialization plays in political information. In the course, the student will learn how to prepare effective and useful interviews and polls, and how to interpret the results obtained in order to apply them to political analysis.

The main objectives of the course are to learn the main strategies in Political Communication, its genres and problems and handle correctly the specialized journalistic source on Political Communication.

PUBLIC OPINION (6 ECTS)

The course will value the need for adequate and important communication in order to create Public Opinion following the values of Democracy. The student will learn how to handle correctly the main concepts and elements in Public Opinion and their historical evolution. They will also learn the importance and repercussions that different media have in Public Opinion through critical analysis. The students will be able to research and learn about public opinion and, more importantly, understand it, in order to apply it for communicative purposes.

SPECIALIZED JOURNALISM II (6 ECTS)

This course is a practical approach to specialized areas of Journalism. The subject will follow different Itineraries depending on the student's preferences.

In previous years, the areas of specialization covered were: Scientific, Cultural and Technological Journalism sources and genres.

Economic Journalism: Concepts, features, and sources. Macroeconomic, fiscal, financial, companies and stock Information.

Sports journalism: Sports and sources in print media, television, radio and the Internet.

Social and Religious Journalism: Structure, evolution and third sector actors. Forms of "non-state" socialization: Citizen Organization, socially significant minorities, journalism education, health and disability.