

## **SYLLABUS**

***SUBJECT: RADIO AND TV JOURNALISM***

***YEAR 3 | SEMESTRAL COURSE***

***SEMESTER: 1<sup>ST</sup> OR 2<sup>ND</sup>***

***DEGREE: JOURNALISM***

***MODALITY: ON-CAMPUS***

***ACADEMIC YEAR 2020/2021***

***FACULTY OF HUMANITIES AND COMMUNICATION  
SCIENCES***

## 1. COURSE/SUBJECT IDENTIFICATION

### 1.- COURSE/SUBJECT:

Name: Radio and TV Journalism		
Code: a-306		
Year (s) course is taught: 3 <sup>rd</sup>	Semester (s) when the course is taught: 1 <sup>st</sup> or 2 <sup>nd</sup>	
Type: Compulsory Subject	ECTS of the course: 6	Hours ECTS: 30
Language: English	Modality: On-campus	
Degree (s) in which the course is taught: Journalism		
School which the course is taught: Humanities and Communication Sciences		

### 2.- ORGANIZATION OF THE COURSE:

Department: Journalism
Area of knowledge: Journalism

## 2. LECTURERS OF THE COURSE/SUBJECT

### 1.-LECTURERS:

Responsible of the Course	CONTACT
Name:	Dr. Mario Alcudia Borreguero
Phone (ext):	91. 456.42.00 (Ext. 4528)
Email:	malcudia@ceu.es
Office:	4 - Centro Audiovisual
Teaching and Research profile	PhD by CEU San Pablo University. Associate Professor.
Research Lines	General and specialist radio information The broadcasting of radio content through PODCAST

Lecturer(s)	CONTACT
Name:	Dra. Esther Cervera Barriga
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Office:	Despacho 6 - Centro Audiovisual

Lecturer(s)	CONTACT
Name:	Dra. Sara Ruiz Gómez
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Lecturer(s)	CONTACT
Name:	Berta García Castiella
Phone (ext):	914564201
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Office:	Office 11 – Basement Basque Chalet

## 2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher's tutorial times published on the students' Virtual Campus.

## 3. COURSE DESCRIPTION

Approximation to the Radio as a means of communication through the understanding and knowledge of the radio language, as well as of the production and creation procedures. Contextualization of radio communication in the information society, approaching its history, characteristics, structure and technological foundations.

Training in a correct and efficient use of the sound codes and the different techniques, processes and tools involved in the creation of the specific contents of the Radio. Approach to Television as a means of communication through the understanding and knowledge of television language, as well as production and creation procedures.

Contextualization of television communication in the information society, approaching its history, characteristics, structure and technological foundations. Training in a correct and efficient use of audiovisual codes and the different techniques, processes and tools involved in the creation of specific content for television. Analysis of the context of audiovisual communication in the information society, by approaching its history, characteristics, structure, marketing, audience analysis and technological foundations.

Deepening the expressive and narrative possibilities offered by radio from the point of view of information. Theoretical training in the current typology of radiophonic genres. Practical elaboration of information in the genres used in the current radio. Deepening the expressive and narrative possibilities offered by television from the point of view of information. Theoretical training in the current typology of television genres. Practical elaboration of information in the genres used in the current television.

The subject of marked professionalizing character is that the students are able to recreate the work environment in a writing, through a real program of practice, that enables the student to perform fluently from the first day on a radio chain or television, as demanded by the companies themselves. In this sense the following objectives are established:

Although prerequisites are not required, it is desirable that the student has acquired the knowledge imparted in the subjects of 'Radio' and 'Television' of the 2nd Grade Course.

\*\* The subject 'Journalism in Radio and Television' obtained the first prize for Teaching Innovation in the 2015/16 academic year, in the IV Convocation of Prizes of the Vice-Rectorate of Teachers and Research of the Universidad CEU San Pablo and in 2016/17 the OnCEULab training platform, which these teachers are mainly responsible for, received the 'New Media' award in the 1st Edition of the MediaLover Awards (Infoproducts)

## 4. COMPETENCIES

### 1.- COMPETENCIES

Code	Basic and General Competencies
BS1	Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.
BS2	Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.
BS3	Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.
BS4	Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.

Code	Specific Competencies
SC35	Capacity to analyze the structures, content and styles of radio and television communication and to produce and make sound and audio-visual content of different kinds in consonance with an idea, using the necessary narrative and technological techniques.

### 2.- LEARNING OUTCOMES:

Code	Learning outcomes
	Acquire a critical view about the contents of Radio and Television through the understanding of radio and television language, as well as production and creation procedures.
	Understand the context of audiovisual communication in the information society, by approaching its history, characteristics, structure, marketing, audience analysis and technological foundations.
	Develop a correct and efficient use of sound and visual codes and the different techniques, processes and tools involved in the creation of specific contents of Radio and Television.

## 5. LEARNING ACTIVITIES

### 1.- DISTRIBUTION OF STUDENTS' ASSIGNMENT:

Total hours of the course		180
Code	Name	On-campus hours
LA2	SEM - Seminar	16
LA4	PR – Practice	60
TOTAL Presence Hours		76

Code	Name	Not on-campus hours
LA7	Self student work	104

## 2.- DESCRIPTION OF LEARNING ACTIVITIES:

Activity	Definition
LA2 Seminar	Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.
LA4 Practice	Educational activity aimed preferably at the skill of applying knowledge (skill 2 MECES) and representative of the practical activities or areas (laboratories, radio studios and television studios and/or any spaces pertinent to the field of communication).
LA7 Self-Student Work	Educational activity in which students independently manage their own learning by virtue of study of educational material.

## 6. ASSESMENT OF LEARNING

### 1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 80% attendance at practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

### 2.- ASSESMENT SYSTEM AND CRITERIA:

ORDINARY EXAMINATION (continuous assessment)		
Code	Name	Percentage
AS1	DS – Presentation	5%
AS2	EX – Written Exam	15%
AS2	EX – Written Exam	10%
AS4	PR - Assessment of Practical Activities and Simulations	70%

RE-TAKE EXAM/EXTRAORDINARY EXAMINATION		
Code	Name	Percentage
AS2	EX – Written Exam	100%

### 3.- DESCRIPTION OF ASSESMENT CRITERIA:

Assesment criteria	Definition
AS1 Presentation	Oral presentations in seminars or working groups.
AS2 Written Exam	Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.
AS4 Assessment of Practical Activities and Simulations	Practical Activities and Simulations
AS5 Assessment of Papers and Projects	Reviews, research projects, reports, opinion articles...

## 7. COURSE PROGRAMME

### 1.- COURSE PROGRAMME:

#### **THEORETICAL PROGRAM:**

Unit 1 - RADIO AND TELEVISION INFORMATION  
- General considerations and social influence

Unit 2 - RADIO AND TELEVISION DRAFTING  
- Radio and television drafting genres  
- The radio script  
- The TV script

Unit 3 - TYPE OF INFORMATION PROGRAMS  
- The daily radio spots  
- Daily television news spots  
- Weekly and special programs

Unit 4 - THE ORGANIZATION OF INFORMATION SERVICES  
- The Editorial Board  
- The sources of information

Unit 5 - PRODUCTION AND REALIZATION IN INFORMATION PROGRAMS  
- Radio production  
- TV production

Unit 6 - THE AUDIOVISUAL IDENTITY  
- The audiovisual corporate image

Unit 7 - ADVERTISING AND PROMOTION IN INFORMATION PROGRAMS  
- Advertising formats in radio and television news programs

#### **PRACTICE PROGRAM Radio**

PRACTICE 1  
The chronicle, edition of cuts, locution and control  
PRACTICE 2

Bulletin of headlines and writing of chronicle with cut, locution and control  
PRACTICE 3  
Advanced edition of a time, speech and control bulletin  
PRACTICE 4  
Editing and locution of a noon news  
PRACTICE 5  
Editing and locution of a morning news  
PRACTICE 6  
Editing and locution of an evening news / The special newsletter  
PRACTICE 7  
The radio interview  
PRACTICE 8  
The radio report (Music, plans, castings, cuts and locution) and its adaptation to television  
PRACTICE 9  
The radio magazine (I)  
PRACTICE 10  
The radio magazine (II)

**PRACTICE PROGRAM TV :**  
PRACTICE 1  
Editing of images and writing of informative contents. Improvisation Techniques  
PRACTICE 2  
Writing and editing a news story for television news. Record presentation on set  
PRACTICE 3  
The informational advance in set and the last hour  
PRACTICE 4  
Communicative skills and techniques for television debate  
PRACTICE 5  
Interview editing and personalization recording  
PRACTICE 6  
Live information coverage in Social Networks and its real-time dissemination  
PRACTICE 7  
The press conference and its live coverage  
PRACTICE 8  
Duality of information reporting in radio and television (editing of images, testimonies and personalization)  
PRACTICE 9  
The informative interview set in real time  
PRACTICE 10  
The television news

## 8. RECOMMENDED READING

### 1.- ESSENTIAL BIBLIOGRAPHY:

ALCUDIA, Mario y CERVERA, Esther (2016), Las 5W del corresponsal en radio y televisión, Madrid, CEU Ediciones.

MARÍN, Carles (Coord.) (2017), El Informativo de Televisión. Producción, guion y edición audiovisuales. Barcelona, Gedisa Editorial Comunicación.

MARTÍNEZ- COSTA, M<sup>a</sup> Pilar (2001), Información radiofónica, Barcelona, Ariel.

PÉREZ, Gabriel (2010), Informar en la e-televisión, Pamplona, EUNSA.

### 2.- ADDITIONAL BIBLIOGRAPHY:

ALCUDIA, Mario, (2014) Mis tuits ondulados. Un pensamiento hertziano para cada día del año, Madrid Artgerust.

- (Coord.) (2008) Nuevas perspectivas sobre los géneros radiofónicos, Madrid, Fragua.
- (2006). Los boletines horarios radiofónicos, Madrid, Fragua.

BOYD, Andrew (2004), Broadcast journalism. London, Focal Press.

CAMPO VIDAL, Manuel (2014), La cara oculta de los debates electorales, Madrid, Nautebook.

CASTILLO, Jose María (2009), Televisión, realización y lenguaje audiovisual, Madrid, Instituto RTVE.

CERVERA, Esther (2014), Las caras de la noticia, Madrid, Léeme libros.

- (2014) El directo informativo en televisión, Madrid, CEU Ediciones.
- (2011), CNN+. Mucho más que noticias, Madrid, Fragua.

LÓPEZ VIDALES, NEREIDA, Radio Informativa: Guía didáctica de iniciación al medio, Valladolid, Universidad de Valladolid.

MARÍN, Carles (Coord.) (2017) Reportero de Televisión. Guía de buenas prácticas del reportero audiovisual. Barcelona, Gedisa Editorial Comunicación.

MARTÍNEZ- COSTA, M<sup>a</sup> Pilar y MORENO, Elsa (Coords.) (2005), Programación radiofónica, Barcelona, Ariel.

MAYEUX, Peter E. (2000) Broadcast News: Writing and Reporting. Waveland PrInc.

OLIVA, Lluçia y SITJÀ, Xavier (2007), Noticias en radio y televisión. Periodismo audiovisual en el siglo XXI, Barcelona, Ediciones Omega.

PERALTA, Miquel (2012), Teleinformativos. La noticia digital en televisión, Barcelona, Editorial UOC.

RODERO, Emma (2003) Locución radiofónica, Madrid, IORTV.

SOENGAS, Xosé (2003), El tratamiento informativo del lenguaje audiovisual, Madrid, Laberinto.

### 3.- WEB RESOURCES :

#### Radio

[www.cadenaser.com](http://www.cadenaser.com)  
[www.cope.es](http://www.cope.es)  
[www.ondacero.es](http://www.ondacero.es)  
[www.rne.es](http://www.rne.es)

#### Radio temática especializada

[www.capitalradio.es](http://www.capitalradio.es)  
[www.gestionaradio.com](http://www.gestionaradio.com)  
[www.rtve.es/radio/radio5](http://www.rtve.es/radio/radio5)

#### Televisión [www.rtve.es](http://www.rtve.es)

[www.antena3.com](http://www.antena3.com)  
[www.cuatro.com](http://www.cuatro.com)  
[www.lasexta.com](http://www.lasexta.com)  
[www.telecinco.es](http://www.telecinco.es)  
[www.telemadrid.es](http://www.telemadrid.es)  
<http://www.plus.es/cero>  
[www.bbc.co.uk/academy/collegeofproduction/](http://www.bbc.co.uk/academy/collegeofproduction/)  
[www.cnn.com](http://www.cnn.com)

#### Otros recursos

[www.onceulab.com](http://www.onceulab.com)  
[www.clasesdeperiodismo.com](http://www.clasesdeperiodismo.com)  
[www.facebook.com/groups/RadioyTVCEU/](https://www.facebook.com/groups/RadioyTVCEU/)  
[www.youtube.com/channel/UCnrhbEipDFRedsQ7FZxMypQ](https://www.youtube.com/channel/UCnrhbEipDFRedsQ7FZxMypQ) (Canal *You Tube* de la Asignatura)  
[www.esthercervera.com](http://www.esthercervera.com)  
[www.marioalcudia.com](http://www.marioalcudia.com)

## 9. ATTITUDE IN THE CLASSROOM

### 1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.



## 10. EXTRAORDINARY MEASURES

In the event of an exceptional situation preventing the provision of face-to-face teaching under the appropriate conditions for this purpose, the University shall take the appropriate decisions and shall apply the necessary measures to ensure the acquisition of the skills and learning outcomes of the students established in this Teaching Guide, in accordance with the Teaching Coordination Mechanisms of the Internal Quality Assurance System of each degree.