COURSE DESCRIPTION

COURSE/SUBJECT: ARCHITECTURE AND ANALYSIS OF INFORMATION

YEAR 2 | SEMESTRAL COURSE

SEMESTER: 1ST OR 2ND

DEGREE: DIGITAL COMMUNICATION

MODALITY: ON-CAMPUS

ACADEMIC YEAR 2017/2018

FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Architecture and Analysis of Information
Code: j204
Year (s) course is taught: 2nd
Semester (s) when the course is taught: 1st or 2nd
Type: Compulsory Subject
ECTS of the course: 6
Hours ECTS: 30
Language: English
Modality: On-campus
Degree (s) in which the course is taught: Digital Communication
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
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Name: | Dr. Teresa Torrecillas Lacave
Phone (ext): | 91.456.64.00 Ext: 4232
Email: | teresat@ceu.es
Office: | 8 (Saint Dominique)
Teaching and Research profile: | Doctor in Journalism with a recognized (six-year) period of research activity
Research Lines: | Communication and vulnerable audiences

Lecturer(s) | CONTACT
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Name: | Fernando Bonete Vizcaino
Phone (ext): | 91.456.64.00
Email: | fernando.bonetevizcaino@ceu.es
Office: | 

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

Understanding of Social Communication as a field of academic analysis and reflection in front of its daily use and not critical. Theories, concepts and fundamental elements in communication studies, as well as the basic characteristics of the communicative process. Different perspectives from which the communication and the effects that have been attributed have been investigated. Evolution of societies in terms of communicative phenomena. Sociological theories and theories of communication. Critical analysis of the place of communication in today’s society, as well as the conditions to which it is subjected. Analysis and knowledge of the fundamentals of advertising and communicative activity. Study of the communicative content from a descriptive, critical and evaluative point of view. Study and knowledge of the didactics and methodology of the information and communication systems.

### 4. COMPETENCIES

#### 1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>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.</td>
</tr>
<tr>
<td>BS2</td>
<td>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.</td>
</tr>
<tr>
<td>BS3</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>GS5</td>
<td>Sense of ethics in the digital environment.</td>
</tr>
<tr>
<td>GS6</td>
<td>Capacity to communicate interpersonally, work in a team and resolve disputes.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC7</td>
<td>Understanding Social Communication as a field of academic analysis and reflection as opposed to its everyday, uncritical use.</td>
</tr>
<tr>
<td>SC8</td>
<td>Capacity to understand the fundamental concepts and elements in studies about communication and the basic characteristics of the communicative process.</td>
</tr>
<tr>
<td>SC9</td>
<td>Knowing how to differentiate between the different perspectives from which communication has been researched and the effects attributed to it.</td>
</tr>
<tr>
<td>SC10</td>
<td>Knowing how to differentiate between the different forms of communication and its functions while critically analyzing the place of information and journalism in present-day society as well as the determining factors to which it is subject.</td>
</tr>
<tr>
<td>SC11</td>
<td>Understanding the structure of digital media, new trends and the elements of digital</td>
</tr>
</tbody>
</table>
narration or non-linear writing.

| SC12 | Locating, ordering, classifying and analysing the pertinent sources of information in each case. |

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Understanding of Social Communication as a field of academic analysis and reflection and study of Theories, concepts and fundamental elements in communication studies.</td>
</tr>
<tr>
<td>2</td>
<td>Critical analysis of the place of communication in today's society, as well as the conditions to which it is subjected.</td>
</tr>
<tr>
<td>3</td>
<td>Analysis and knowledge of the fundamentals of advertising and communicative activity. Study of the communicative content from a descriptive, critical and evaluative point of view.</td>
</tr>
</tbody>
</table>

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS` ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>20</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>30</td>
</tr>
<tr>
<td>La4</td>
<td>PR - Practice</td>
<td>10</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>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.</td>
</tr>
<tr>
<td>LA3 Workshop</td>
<td>Educational activity aimed preferably at the acquisition of skills for the transmission of knowledge (skill 4 MECES) and representative of areas of a more methodological nature. It prepares students for written and oral communication and the transmission of knowledge.</td>
</tr>
<tr>
<td>LA4 Practice</td>
<td>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)</td>
</tr>
</tbody>
</table>
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. ASSESSMENT 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.
- 75% 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.- ASSESSMENT SYSTEM AND CRITERIA:

##### ORDINARY EXAMINATION (continuous assessment)

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS4</td>
<td>PR - Assessment of Practical Activities and Simulations</td>
<td>30%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam (knowledge tests)</td>
<td>20%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam (final)</td>
<td>20%</td>
</tr>
<tr>
<td>AS1</td>
<td>DS – Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>20%</td>
</tr>
</tbody>
</table>

##### RE-TAKE EXAM/EXTRAORDINARY EXAMINATION

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>50%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>50%</td>
</tr>
</tbody>
</table>

#### 3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assesment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS1 Presentation</td>
<td>Oral presentations in seminars or working groups.</td>
</tr>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td></td>
</tr>
<tr>
<td>AS5 Assessment of</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
</tbody>
</table>


7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:

1.- New media ecosystem and digital reader
2.- New model of journalistic communication
3.- Cybermedia: convergence, language and trends
5.- The digital journalist: digital identity
8.- The construction of information: usability, information architecture and writing on the web

PRACTICE PROGRAM:

1.- Business plan for a digital journalistic project.
2.- Public defense of the executive brief.
3.- Creation and maintenance of a digital journalistic medium.
4.- Exploration of new media.
5.- Case studies of reference models.
6.- Strategy to improve the journalist's professional digital identity.
7.- Exercises with the new tools of the journalist.
8.- Analysis of information architecture and usability.
9.- Analysis of the evolution of the digital publication model of a header.
10.- Reading and exercises of synthesis and comprehension about monographs or scientific articles of interest.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:


Del Santo, O.: Reputación Online para todos. 10 lecciones desde la trinchera sobre tu activo más importante. 2011.


4.- WEB RESOURCES :
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.