COURSE DESCRIPTION
COURSE/SUBJECT: SPECIALISED JOURNALISM 2
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 2ND
DEGREE: JOURNALISM
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name:</th>
<th>Specialised Journalism 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
<td>c408</td>
</tr>
<tr>
<td>Year (s) course is taught:</td>
<td>4th</td>
</tr>
<tr>
<td>Semester (s) when the course is taught:</td>
<td>2nd</td>
</tr>
<tr>
<td>Type:</td>
<td>Compulsory Subject</td>
</tr>
<tr>
<td>ECTS of the course:</td>
<td>6</td>
</tr>
<tr>
<td>Hours ECTS:</td>
<td>30</td>
</tr>
<tr>
<td>Language:</td>
<td>English</td>
</tr>
<tr>
<td>Modality:</td>
<td>On-campus</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught:</td>
<td>Journalism</td>
</tr>
<tr>
<td>School which the course is taught:</td>
<td>Humanities and Communication Sciences</td>
</tr>
</tbody>
</table>

2.- ORGANIZATION OF THE COURSE:

| Department: | Journalism |
| Area of knowledge: | Journalism |

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Juan Carlos Nieto Hernández (coord..)</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914564200 - Ext. 4288</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:nietoher@ceu.es">nietoher@ceu.es</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Manuel María Bru Alonso</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:manuelmariabru@gmail.com">manuelmariabru@gmail.com</a></td>
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<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
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<tbody>
<tr>
<td>Name:</td>
<td>Fernando Rayón Valpuesta</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:frayon@arsmagazine.com">frayon@arsmagazine.com</a></td>
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<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
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</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Ramón Fuentes</td>
</tr>
</tbody>
</table>
Area of Sport Journalism

Email: rfuentesdejuan@gmail.com

Lecturer(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Cosme Ojeda Puig</td>
<td><a href="mailto:cosme.ojedapuig@ceu.es">cosme.ojedapuig@ceu.es</a></td>
</tr>
</tbody>
</table>

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


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>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC22</td>
<td>Evaluation of the need for appropriate and pertinent communication and information so that a Public Opinion may be formed in accordance with the fundamental values of Democracy.</td>
</tr>
<tr>
<td>SC23</td>
<td>Educating the student in the challenges and the opportunities of specialist journalism.</td>
</tr>
<tr>
<td>SC24</td>
<td>Learning the techniques of surveys, polls and validation of opinion.</td>
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</tbody>
</table>
SC25 Analysis of types of journalism through the ages.

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>To handle correctly the concepts and fundamental elements in the studies on communication and the basic characteristics of the communicative and informative processes and the historical development of the communication.</td>
</tr>
<tr>
<td></td>
<td>To train the student to be able to systematize the communicative content analysis from a descriptive, critical and evaluative point of view, and to master the methodology that allows him to search for, retrieve and optimally and effectively evaluate information in order to create new knowledge.</td>
</tr>
<tr>
<td></td>
<td>To understand, through the reflexive analysis, the importance and the repercussions that the diverse means and communicative modes have for Public Opinion.</td>
</tr>
<tr>
<td></td>
<td>Understand and know how to apply the epistemological foundations of Specialized Journalistic Information.</td>
</tr>
<tr>
<td></td>
<td>To know the particularities of the chosen area of specialization: conceptualization of the information object, thematic agenda, specific sources of the area, adaptation of the genres, specific production processes and languages used in the area in question.</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>
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</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>45</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>15</td>
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<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
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</thead>
<tbody>
<tr>
<td>LA7</td>
<td>Self student work</td>
<td>120</td>
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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</td>
</tr>
</tbody>
</table>
communication and the transmission of knowledge.

<table>
<thead>
<tr>
<th>LA7</th>
<th>Self-Student Work</th>
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<tbody>
<tr>
<td></td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

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 to 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:

<table>
<thead>
<tr>
<th>ORDINARY EXAMINATION (continuous assessment)</th>
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<tbody>
<tr>
<td>Code</td>
</tr>
<tr>
<td>AS1</td>
</tr>
<tr>
<td>AS2</td>
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<tr>
<td>AS4</td>
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<td>AS4</td>
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</table>

<table>
<thead>
<tr>
<th>RE-TAKE EXAM/EXTRAORDINARY EXAMINATION</th>
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</thead>
<tbody>
<tr>
<td>Code</td>
</tr>
<tr>
<td>AS2</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment 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>
</tbody>
</table>
### 7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

**THEORETICAL PROGRAM:**
Thematic Block A (common to all areas).

#### Unit 1. INTRODUCTION TO THE AREAS OF SPECIALIZATION JOURNALISM AND THE THEMATIC SECTIONS

Thematic Block B (by areas, student's choice).

#### B1. Scientific, Cultural and Technological Journalism

- **Unit 2. CONCEPTUAL INTRODUCTION TO SCIENCE, CULTURE AND TECHNOLOGY**
  - Philosophical and social concept of science
  - Philosophical and social concept of culture
  - Philosophical and social concept of technology

- **Unit 3. SCIENCE AS A JOURNALISTIC OBJECT**
  - Science topics
  - Actors in the processes of scientific communication

- **Unit 4. CULTURE AS A JOURNALISTIC OBJECT**
  - Cultural themes
  - Actors in the processes of cultural journalistic communication

- **Unit 5. TECHNOLOGY AS A JOURNALISTIC OBJECT**
  - ITC issues
  - Actors in technological information processes.

- **Unit 6. SOURCES AND GENRES OF SCIENTIFIC INFORMATION**
  - Scientific magazines
  - Professional online platforms
  - Universities
  - IPOs
  - News and scientific report. Informational pieces.

- **Unit 7. SOURCES AND GENRES OF TECHNOLOGICAL INFORMATION**
  - TCI industry

- **Unit 8. SOURCES AND GENRES OF CULTURAL INFORMATION**
  - Cultural industry
  - Criticism, chronicles and cultural news

#### B2. Socio-Religious Journalism

- **Unit 2. SOCIAL JOURNALISM**
  - Concept of social journalism
  - Social aims of social journalism
  - Objectives of Social Journalism
  - Characteristics of social journalism

- **Unit 3. THE SOCIAL QUESTION**
  - What do we mean by "social question"?
  - Diversity of differences and social problems
  - Diversity of areas
- Diversity of perspectives and approaches
- From the diversity of perspectives and approaches to the diversity of disciplines
- Disciplines of the social question

**Unit 4. DIFFERENT FOCUS OF SOCIAL INJUSTICE IN THE THIRD WORLD**
- Origin of the term Third World
- Some name of poverty in the world
- Hunger data in the world
- Myths about hunger
- The thirst data in the world
- The business of the disease
- Environmental imbalance
- Labor exploitation
- Child exploitation
- Educational deficiencies
- Forced migration
- Wars and conflicts

**Unit 5. MARGINALIZATION AND NEW FORMS OF POVERTY IN THE FOURTH WORLD**
- Concept of social marginalization
- Semi-voluntary and involuntary marginalization
- Functions of social marginalization
- Ideological justifications of social marginalization
- Factors of social exclusion
- Types of social exclusion
- Objective features of marginal condition
- Subjective features of the marginal condition
- From marginalization to social integration

**Unit 6. CHARACTERISTICS OF RELIGIOUS JOURNALISM**
- Concept of religious information journalism
- Characteristics of religious information
- The various institutional domains for the treatment of religious information
- The various areas of dialogue for the treatment of religious information
- Attitudes of journalist specializing in religious information
- Skills of journalist specializing in religious information
- Main sources of religious information
- Intrinsic difficulties of religious information
- Description of religious misinformation
- Religious disinformation in Spain

**Unit 7. JOURNALISTIC STRATEGIES AND DISCUSSIONS IN PUBLIC OPINION**
- Structure of the social debate: conjunctural debates
- Structure of social debate: categorical debates
- Typology of social debate: conjunctural debates
- Typology of social debate: categorical debates
- Disinformation as a strategy
- Language manipulation
- The manipulation of public opinion

**Unit 8. RELIGIOUS FREEDOM**
- What human right are we talking about?
- What freedom are we talking about?
- Religious freedom in the conquest of human freedom
- Guarantee of external freedom and promotion of inner freedom
- What is religious freedom based on?
- Theological foundation of religious freedom
- Overcoming tolerance to understand religious freedom
- Ethical Argumentation of Toleratism
• Political Argumentation of Tolerationism
• Overcoming secularism to understand religious freedom
• Overcoming secularism: principle of subsidiarity
• Overcoming secularism: principle of cooperation
• Overcoming secularism: principle of prevailing tradition
• Overcoming "multicultural assimilationism"

B3. Economic Journalism

Unit 2. HISTORICAL PERSPECTIVE
• The first information
• A historical approach
• 19th Century: the development of financial information
• The 20th century

Unit 3. THE ECONOMIC NOTICE
• The economic information reader
• A different language
• The economic press
• Radio and television
• The Internet revolution
• Economic means in Spain

Unit 4. THE CONCEPT AND THEIR THEORIES
• The first writings: authors and sources
• What is economic journalism? Too general a concept?
• Types of economic information
• Characteristics of economic information
• Functions and dysfunctions

Unit 5. FISCAL INFORMATION
• Concept of Public Treasury
• The tax system
• Direct taxes
• Indirect taxes
• The State Budget

Unit 6. THE FINANCIAL STATEMENTS
• The information par excellence
• The balance sheet
• The assets and types of assets
• Liabilities and their classifications
• The profit and loss account
• Financial analysis and economic analysis

Unit 7. THE MARKETS
• The law of supply and demand
• Balance and confidence
• Market failures
• The company as an economic agent
• Costs and benefits
• The information provided by companies
• Macroeconomics and microeconomics
• GDP and its impact on incomes

Unit 8. HOW DOES THE STATE INFLUENCE CONOMICS?
• Introduction to government information
• Information on the State's economic terminals
• The General Budgets of the State and its information
### Unit 9. THE STOCK MARKET
- Concept and characteristics of stock market information
- Financial assets
- Indices and their interpretation
- Outlets
- PAHO
- Own language

### Unit 10. INFLATION
- Concept and types
- How is inflation measured in Spain and Europe?
- The causes of inflation
- Effects of inflation

### Unit 11. THE LABOR MARKET
- Unemployment and types of unemployment
- The measurement of unemployment
- Causes and effects of unemployment
- How is unemployment stopped?

### B4. Sports journalism

### Unit 2. SPORTS JOURNALISM
- Concept of sports journalism
- The Theory of Picasso
- Commitment X Talent
- The current reality of Spanish sports journalism
- The different communication groups in Spain

### Unit 3. THE SPORTS JOURNALISM IN TELEVISION
- Analysis of the current situation of sports journalism in Spain
- Differentiation between news, sports programs and social gatherings
- Analysis and study of the different elements: Scale, VTR, Totals, Glues
- Coordination, production and edition of news and sports programs
- The television broadcast
- The current model for the distribution of television audiovisual rights in sport

### Unit 4. COMMUNICATION IN SPORTS ENTITIES
- What is and how is a communication plan prepared
- The importance of lobbying
- Concepts to take into account within a club or sports institution policy
- Basic structure, objectives, etc.
- How to prepare an event within a sports institution

### Unit 5. SPORTIVE JOURNALISM WRITTEN: PAPER AND DIGITAL FORMAT
- Analysis of the current map in Spain
- Distinction between national or regional sporting facilities
- The phenomenon of multi-edition
- The current reality: paper and digital format confrontation
- Even when the existence of the traditional sports journalism model

### Unit 6. SPORTS JOURNALISM
- Study and analysis of the current panorama
- The MARK phenomenon as a study model
- Characteristics of current sports journalism: Great photos, little text, computer graphics
- The importance of the cover
- Fieldwork of the current model of sports journalism
Unit 7. GENRES IN THE SPORTS JOURNALISM
• Informative genres
• Interpretive and entertaining genres
• Study, analysis and field work of the news
• Study, analysis and work of the interview field
• Differentiation between sports information and sports sections

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

Cultural, Scientific and Technological Journalism


Socio-Religious Journalism


BRU ALONSO, MANUEL MARÍA. El clamor de los pobres (Madrid: Ciudad Nueva, 1996),

BRU ALONSO, MANUEL MARÍA. Un nuevo areópago para la evangelización. Síntesis del magisterio pontificio sobre medios de comunicación social (Madrid: Documentos CEU Ediciones, Madrid 2008).

BRU ALONSO, MANUEL MARÍA. La prensa anticlerical en las Cortes de Cádiz (Ciudad Nueva, Madrid, 2012).

BRU ALONSO, MANUEL MARÍA. Periodistas de primera, cristianos de verdad (Madrid: Ciudad Nueva: 2002).

Economic Journalism


RÍO, ROSA DEL. Periodismo económico y financiero (Editorial Síntesis, Madrid 2014), 288 páginas.

SOBRADOS LEON, MARITZA. Estudios de periodismo político y económico (Fragua, Madrid, 2016). 300 páginas.

ARRESE, ÁNGEL. La prensa económica: de la Lloyd's List al WSJ.com (Editorial Eunsa: Ediciones Universidad de Navarra, S.A. Barañain, Navarra, 2002), 443 PÁGINAS.

Sport Journalism

ROJAS, JOSE LUIS La información y deporte (Editorial Aconcagua: Sevilla, 2005,

ALCOBA, ANTONIO Periodismo deportivo (Editorial Sintesis, 2005)

PEREZ, ALBERTO. La retransmisión del fútbol en la radio. (Editorial Cidida 2015)

Informe Fundeu Liga BBVA. Español Urgente.

LIGA DE FUTBOL PROFESIONAL, Reglamento para la Retransmisión Televisiva


ROJAS, JOSE LUIS La información y deporte (Editorial Aconcagua: Sevilla, 2005,

2.- ADDITIONAL BIBLIOGRAPHY:

Scientific, Cultural and Technological Journalism


Socio-religious Journalism

100 preguntas, 100 respuestas (Madrid: Edice, 20003).
BRU ALONSO, MANUEL MARÍA. Los años de la provocación (Madrid: Edibesa, 2005).
JUAN CANTAVELLA y JOSÉ FRANCISCO SERRANO (Coords.) La formación del periodista católico (Madrid: Edibesa, 2008).
Economic Journalism

FERNÁNDEZ DEL MORAL, JAVIER. Periodismo especializado (Ariel, Madrid 2004), 288 páginas.
QUESADA PÉREZ, MONTSERRAT. Curso de periodismo especializado (Síntesis, Madrid 2014), 146 páginas
SEIJAS CANDELAS, LEOPOLDO. Estructura y fundamentos del periodismo especializado (Universitas, Madrid 2003), 276 páginas.
MORGANZA CONDE, MARÍA ROSA (Coords.) Periodismo especializado (S.A. Eiunsa. Ediciones Internacionales Universitarias, 2005), 180 páginas.

RAYÓN, FERNANDO. “Una aventura apasionante”, sobre el fundador del Grupo Recoletos Juan Pablo de Villanueva en NUEVA REVISTA (nº 120, Madrid, Diciembre 2008).
GIMÉNEZ TOLEDO, ELEA. “Aplicación de un modelo de evaluación a las revistas científicas españolas de Economía: una aproximación metodológica”. REVISTA ESPAÑOLA DE DOCUMENTACIÓN CIENTÍFICA, (Vol 22, No 3 (1999)).

Sport Journalism

AGIRREAZKUENAGA, I: “Intervención pública en el deporte”
ALCOBA ANTONIO, 1980, El periodismo en la sociedad moderna, Madrid
ALCOBA ANTONIO, 1987, Deporte y comunicación, Madrid
ALCOBA ANTONIO, 1993, Como hacer periodismo deportivo, Madrid; Paraninfo
ALCOBA LÓPEZ, Antonio, 1999: La prensa deportiva: tratamiento inédito sobre el género específico del deporte, y cómo hacer una publicación deportiva ideal, Madrid; Instituto Universitario Olímpico de las Ciencias del Deporte
ARNALDO ALCUBILLA, A. DELGADO IRIBARREN M.
CAMPS POVILL, A “Las competencias deportivas de las diferentes organizaciones públicas y privadas, regionales, estatales y europeas”. Madrid 2001
CAMPS POVILL, A: “La estructura asociativa del deporte en el contexto internacional, en Manual de organización institucional del deporte
CASTAÑON RODRIGUEZ, J. “Tendencias actuales del idioma en el deporte”, 2002
CASTAÑON RODRIGUEZ, J.1993. “El lenguaje periodístico del fútbol”, Valladolid, Secretariado de Publicaciones Universidad de Valladolid
DON BALON, 1984, Historia del fútbol español, Barcelona el ámbito del deporte profesional”. Dykinson 2001
KEN FOSTER: “Can Sports be regulated by Europe?”
LAVILLA RUBIRA JJ y DEL CAMPO COLAS C. “Código del Deporte”-Segunda Edición. CIVITAS. 2000
PALOMAR A y DESCALZO A. “Los derechos de imagen en
PALOMAR OLMEDA, A y DESCALZO GONZALEZ “Los derechos de imagen en el ámbito del
deporte profesional”
PANIAGUA SANTAMARÍA, Pedro (2002): Información deportiva: especialización, géneros y entorno
digital, Madrid: Fragua.
REAL FERRER, G “Derecho Público del Deporte”
SARDINA, P, 1939 “Preparados, listos....” MARCA, Madrid, 31 de enero de 1988
SIMON BOYES “Globalisation, Europe and the Re-regulation of Sport”, TMC Asser Press; La Haya,
2000
TEROL GOMEZ, R: “Las Ligas Profesionales”

4.- WEB RESOURCES:
Organización de las Naciones Unidas (ONU): www.un.org
Unión Europea (UE): http://europa.eu
Organización del Tratado del Atlántico Norte: http://www.nato.int
Real Instituto Elcano: www.realinstitutoeclcano.org
Chatham House: www.riia.org
Institut Français des Relations Internationales (IFRI): www.ifri.org
Rand Corporation: www.rand.org
Brookings Institution: www.brookings.edu
Human Rights Watch: www.hrw.org
Amnistía Internacional: www.amnesty.org

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.