

## DEGREE: DEGREE IN JOURNALISM

### 1. GENERAL DETAILS OF THE SUBJECT

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Name: **COMMUNICATION DEPARTMENTS**  
Year: **THIRD** Semestre: 1st

Type:  Basic  Compulsory  Optional  
Credits (LRU / ECTS): 6 Theoretical: 2 Practical: 4  
Year: 2016

Lecturer: José Luis Rojas Torrijos  
Email: [joseluis.rojas@eusa.es](mailto:joseluis.rojas@eusa.es)

### 2. DESCRIPTION

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This subject is a collection of concepts, abilities and competences to apply basic knowledge and different tasks and procedures to elaborate communication strategies for private companies or public institutions from ad hoc professional departments.

### 3. SITUATION

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#### PREVIOUS KNOWLEDGE AND SKILLS:

- Sense of curiosity to learn new things, which is an essential competence in every professional activity
- Ability to apply and adapt the acquired knowledge to new contexts and situations, with flexibility and creativity
- Ability to progress in the learning process autonomously and continuously.
- Ability to work in groups.

#### RECOMMENDATIONS:

- Have a good command of English, key to communicate in today's global world.
- Knowledge and application of the new technologies and systems used to process, produce and disseminate information to different publics.
- Habit of reading news everyday and consume media critically



## ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

All contents of the subject will be in English.

### **4. SKILLS**

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#### TRANSVERSAL GENERIC SKILLS:

- Ability to apply basic knowledge to each module or subject to their future job in a professional way and have competences to elaborate and defend ideas and solve problems in the communication and journalism field.
- Ability to gather and analyse important information to give opinions and reflect on relevant topics
- To develop learning skills to further studies with a high degree of autonomy.
- To know how to use tools to search for documents or online resources
- Ability to think about communication, not only from the professional practice perspective but also on its individual, social, cultural and political role, importance and impact
- To gain awareness of the role played by media and professionals in defense of freedom of speech along the history
- Ability to develop any journalistic task in different fields, genres and procedures

#### SPECIFIC SKILLS:

- Ability to present ideas in a reasoned way by means of fundamentals of rethorics and techniques of persuasive communication
- Ability to planify, use and evaluate public relations activities
- Ability to use legal sources related to communication
- Ability to create new patterns of visual communication and use them in print and digital media
- Ability to act ethically when using pictures, graphics, videos or sounds to document and complete the information
- Ability to work in groups and create professional structures to manage knowledge through communication inside any organisation.

### **5. OBJECTIVES**

The goal of this subject is to develop in students abilities to work in such an increasingly important field as the business and corporate communication by providing them necessary elements to familiarize with operations in Departments of Communication.

### **6. METHODOLOGY AND TEACHING TECHNIQUES**

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#### METHODOLOGY

Different teaching techniques will be combined in order to make the best of the lessons. First, there will be master classes and discussions to teach basic knowledge to students. On a general basis, the class notes will be uploaded to EUSA virtual learning platform. Every student should be responsible for having all these notes and other recommended texts to prepare the written exam. Moreover, there will be practical lessons devoted to doing activities such as preparing protocol and press conferences, content curation practices, lexicon tests or writing exercises related to topics in the course. Most of these activities are planned to be done in the classroom at the end of each unit. Tutorial sessions will also help students solve doubts and prepare the final compulsory exercise of the subject consisting on the production of a communication plan for a private or public corporation. Final qualification of the course is calculated from the sum of the result obtained in the written exam, compulsory exercise and class activities. Attendance and attitude shown by students will be taken into account (SEE ASSESMENT CRITERIA).

### TEACHING TECHNIQUES

- Master Class and discussion     Tutorial session     Practical lessons  
 Visits and trips     Reading tests     Others



## 7. LIST OF TOPICS

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### UNIT 1: Introduction

- To understand the importance of business and corporate communication
- The agenda setting

### UNIT 2: Departments of Communication

- Definition, objectives and tasks
- Structure and professional profiles
- Types of department of communication

### UNIT 3: The definition of messages

- Corporate guidelines and styleguide
- The line of argumentation. Key ideas
- The spokesperson

### UNIT 4: Internal communication

- Goals, roles and tools
- The elaboration of agenda
- Plan for internal communication

### UNIT 5: External communication

- The press office
- Actions and tools: writing press releases, press invitations, clipping, briefing, emailing
- Public relations, protocol, organization of events and social corporate accountability

### UNIT 6: Social media

- Social media and other platforms for communication
- The social media manager
- Strategies to create and disseminate content

### UNIT 7: A strategic plan for communication

- Structure and goals
- Planning and management of communication situations
- Preparing a developing a strategic plan for communication

## 8. REFERENCES

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### SPECIFIC:

- ARONSON, M. SPETNER, D. y AMES, C. (2007). *The Public Relations Writer's Handbook. The Digital Age*. San Francisco: Josey Bass

- ARROYO, L. y YUS, M. (2007). *Los cien errores de la comunicación en las organizaciones*. Madrid: ESIC
- BARTRAM, P. (1999). *Writing a Press Release*. London: How to Books
- BRODY, E.W. (1991). *Managing Communication Processes: From Planning to Crisis Response*. Santa Bárbara, California: Praeger
- CIPR (2013). *Share This Too: Social Media Solutions for PR Professionals*. London: CIPR
- DEVLIN, E.S. (2006). *Crisis Management Planning and Execution*. Boca Ratón, Florida: Auerbach Publications
- FOSTER, J. (2008). *Effective Writing Skills for Public Relations*. London: Kogan Page
- GRUNIG, J. E. y HUNT, T. (1984). *Managing Public Relations*. Boston: Cengage Learning
- GRUNIG, J.E. et al. (1995). "Models of Public Relations in an International Setting". *Journal of Public Relations Research*, 7(3), 163-186  
[https://s3.amazonaws.com/academia.edu.documents/42403036/Models\\_of\\_Public\\_Relations\\_in\\_an\\_Interna20160208-12190-1cvcchz.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1505117938&Signature=%2FJqsh6SDvGOTcw8YtubE%2BDiIdA%3D&response-content-disposition=inline%3B%20filename%3DModels\\_of\\_Public\\_Relations\\_in\\_an\\_Interna.pdf](https://s3.amazonaws.com/academia.edu.documents/42403036/Models_of_Public_Relations_in_an_Interna20160208-12190-1cvcchz.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1505117938&Signature=%2FJqsh6SDvGOTcw8YtubE%2BDiIdA%3D&response-content-disposition=inline%3B%20filename%3DModels_of_Public_Relations_in_an_Interna.pdf)
- LOSADA DÍAZ, J.C. (2004). *Gestión de la comunicación en las organizaciones: comunicación interna, corporativa y de marketing*. Madrid: Ariel
- RAMÍREZ, T. (1995). *Gabinetes de comunicación*. Barcelona: Bosch
- ROBERTS, J. (2017). *Writing for Strategic Communication Industries*. Columbus: Ohio State University <https://osu.pb.unizin.org/stratcommwriting/>
- VAN RIEL, C.B.M. (1995). *Principles of Corporate Communication*. New Jersey: Prentice Hall
- WEILL, P. (1992). *La comunicación global. Comunicación institucional y de gestión*. Barcelona: Paidós

#### GENERAL

- BRYANT, J. y ZILLMANN, D. (2002). *Media Effects: Advances in Theory and Research*. Nueva Jersey: Lawrence Erlbaum Associates
- LÓPEZ, M. (2004). *Cómo se fabrican las noticias*. Barcelona: Paidós
- McCOMBS, M. (2004). *Setting the Agenda: The Mass Media and Public Opinion*. Cambridge: Polity Press
- McCOMBS, M. (2011) "The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion". Austin: University of Texas  
<http://www.virtualrhetoric.com/onlineclass/moodledata/11/McCombsAgenda.pdf>
- SALMON, C. (2008). *La máquina de fabricar historias y formatear las mentes*. Barcelona: Península

#### ONLINE RESOURCES

- <http://www.oxforddictionaries.com/>
- <http://dictionary.cambridge.org/>
- <http://www.dircom.org>
- <http://augac.es>
- <http://www.marketingmagazine.co.uk>
- <http://www.theglasshammer.com/news/2010/07/23/brand-preservation-five-critical-steps-for-effective-crisis-communications>
- <http://www.web-strategist.com/com/blog/2010/03/22/prepare-your-company-now-for-social-attacks>

### 9. ASSESSMENT CRITERIA

#### OPTION A

Attendance (> 75%)	
Attitude and tests	Up to 30%
Compulsory exercise	Up to 40%
Final Exam	Up to 30%

### OPTION B

Attendance (> 75%)	
Compulsory exercise	Up to 40%
Final Exam	Up to 60%



## 10. TEACHING ACTIVITIES

ECTS	
Lessons (6 * 10)	60
Students' work (6 * 15)	90
<b>TOTAL (6 * 25)</b>	<b>150</b>

	Theoretical sessions		Practical sessions		Activity			Exam		Units
	Lessons	Student's work	Lessons	Student's work	Nº	Length	Student's work	Exam	Student's work	
Week 1	2	2	1	2						1
Week 2	2	2	2	2						1
Week 3	2	1	2	2						1
Week 4	2	1	2	2			2		1	2
Week 5	2	2	2	1,5					1	2
Week 6	1	1	2	2,5		1			1	2
Week 7	2	2	2	1			2		1	3
Week 8	2	2	2	1					2	3
Week 9	2	2	2	2			2		3	4
Week 10	2	2	1	1		1	2		3	4
Week 11	2	2	2	2					4	4
Week 12	1	2	2	2			2		4	5
Week 13	2	2	2	2					4	5
Week 14	2	2	2	2						5
Week 15	2	2	2	2			2	2		5
Week 16										
Week 17										
Week 18										
Week 19										
Week 20										
	(A)	(B)	(C)	(D)		(E)	(F)	(G)	(H)	<b>TOTAL</b>
<b>Hours</b>	<b>28</b>	<b>27</b>	<b>28</b>	<b>27</b>		<b>2</b>	<b>12</b>	<b>2</b>	<b>24</b>	<b>150</b>

Activities	
Nº	Description
1	
2	
3	
4	
5	
6	
7	
8	

Organization	
Theoretical and practical lessons (A)+(C)	50
Activities developed in the class (E)	8
Exams and test (G)	2
<b>Attendance</b>	<b>60</b>
Study (theory and practice) (B)+(D)	54
Preparation of the activities (F)	12
Study for exams (H)	24
<b>Students' work</b>	<b>90</b>
<b>TOTAL (STUDENTS' WORK)</b>	<b>150</b>