



Universitat de Lleida

# DEGREE CURRICULUM **PRACTICUM**

Coordination: RÚBIES BALLARÍN, MARINA

Academic year 2023-24

## Subject's general information

|   |   |               |                  |                  |
|---|---|---------------|------------------|------------------|
| <b>Subject name</b>                             | PRACTICUM   |               |                  |                  |
| <b>Code</b>                                     | 101977  |               |                  |                  |
| <b>Semester</b>                                 | 2nd Q(SEMESTER) CONTINUED EVALUATION                          |               |                  |                  |
| <b>Typology</b>                                 | <b>Degree</b>   | <b>Course</b> | <b>Character</b> | <b>Modality</b>  |
|   | Bachelor's Degree in Audiovisual Communication and Journalism | 4             | COMPULSORY       | Attendance-based |
| <b>Course number of credits (ECTS)</b>          | 18  |               |                  |                  |
| <b>Type of activity, credits, and groups</b>    | <b>Activity type</b>  | PAES          |                  |                  |
|   | <b>Number of credits</b>                                      | 18            |                  |                  |
|   | <b>Number of groups</b>                                       | 1             |                  |                  |
| <b>Coordination</b>                             | RÚBIES BALLARÍN, MARINA                                       |               |                  |                  |
| <b>Department</b>                               | PHILOLOGY AND COMMUNICATION                                   |               |                  |                  |
| <b>Important information on data processing</b> | Consult <a href="#">this link</a> for more information.       |               |                  |                  |
| <b>Language</b>                                 | Catalan, Spanish and English                                  |               |                  |                  |
| <b>Distribution of credits</b>                  | 18 ECTS   |               |                  |                  |

| Teaching staff                       | E-mail addresses        | Credits taught by teacher | Office and hour of attention |
|--------------------------------------|-------------------------|---------------------------|------------------------------|
| ANDREU GASA, MARCEL·LA               | marcella.andreu@udl.cat | 7,5                       |                              |
| RÚBIES BALLARÍN, MARINA              | marina.rubies@udl.cat   | 3                         |                              |
| SERES SEUMA, TERESITA DEL NIÑO JESUS | teresa.seres@udl.cat    | 7,5                       |                              |

## Subject's extra information

The student's training period during which they are integrated into the productive routines of a company belonging to the media sector. This aims for students to demonstrate that they have acquired the skills of the degree by applying them to a real work environment. The reality and operation of a company or institution related to the professional sector of communication.

Work dynamics of a company or institution.

## Learning objectives

The external academic practices have as a principal aim form professionals that acquire abilities and artistry that resolve the problems of management of his field competencial.

It wants to be a bridge of union and of continual adaptation of the kens acquired at the university classrooms y the labour reality of our society, that has to give as a result a value appended at the surveys of the rank at the sense to achieve a professional recognition and an adaptation at the labour world.

Aims more concrete:

- Take contact with labour and professional surroundings of the communication,
- Pose at practice the kens, methodologies and technicians acquired during the academic training.
- Acquire and practice new professional abilities related with the journalism written and digital, the corporate communication, the advert, etc.
- Apply and complement the kens acquired at his academic training.
- Favour the acquisition of competences that prepare for the exercise of professional activities.

## Competences

Basic

CB2. Apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CB5. Know how to develop those learning skills necessary to undertake further studies with a high degree of autonomy.

General

CG1. Develop independent learning strategies.

Specific

CE7. Identify and apply the ethical foundations and professional deontology in the exercise of activities related to the media.

CE8. Apply the scientific method appropriately to research in the field of communication, as well as expose the results of the research process.

CE9. Conceive, plan, and execute projects in the field of media in all types of media.

CE11. Design the formal and aesthetic aspects in the written, audiovisual, multimedia, and interactive media.

CE12. Master the technologies and systems used to process, create, and transmit content on all types of media.

CE13. Identify and apply the theoretical and practical foundations of audiovisual communication and communication on the Internet.

CE14. Identify and apply the specific narrative and expository logics and skills of informative and non-informative audiovisual and interactive content.

CE15. Develop creative capacity in audiovisual, multimedia, and interactive production of the different genres.

CE16. Develop and apply knowledge on institutional and business communication management, as well as on the different strategies in the fields of corporate and advertising communication.

CE17. Develop the ability to work in the media sector and to adapt to different work environments.

## Subject contents

The pupils of the rank can realise practices so much at private companies, how at institutions and public entities or at university kicks. Therefore they have selected the companies / institutions / kicks científicotècnics undergraduates adapted at the specific training of the rank.

The contents that can work at the practices dependrà of the company or institution at what realise and podran be related with:

-publicised

-marketing

-corporate communication

-journalism written

-radio

-television

-digital journalism

## Methodology

The external practices will realise at an only entity collaborator (company or institution) for the student.

Each student will one(at) tutor(at) academic(at), that will be one(at) teacher(at) designated(da); and one(at) tutor(at) of the entity collaborator, designated(da) for this.

The tutorials with the (the) tutor(at) academic(at) will consist at a series of sessions programmed and communicated by the same. The student can propose an offer of practices only and exceptionally if previously has consulted it with who coordinate the external Practices and have given his consent.

The methodological axes that utilise at this subject are: the resolution of problems that the concrete company pose, the realisation of a memory written of the learning that the student has to carry out and the realisation of the

concrete practices that the company assign him.

At some very justified cases, and as it are the typology of the practices, can make teleworking, partially or totally.

## Development plan

The student selects those fates that more interest him; the students with better qualifications are those that have priority at the selection of companies that coincide at this selection. Through contacts with the (the) tutor(at) of the company, establishes the plan of work (document that consensual and both sign), and with contacts with the student verify the correct and beneficial development at his enabling.

The specific tasks that has to realise the pupil are the following:

Maintain a first contact with the tutor/at of external practices to comment the doubts and preferences on the companies that want to choose .

Maintain a first interview with the entity assigned to end to define specific aspects of the place of practices and sign the Formative Plan.

Provide all the information required for the signature of the Formative Plan.

Make the documentation (chord of practices and annexes) necessary before inducting the stay at the entity collaborator.

Make the practices at the entity collaborator assigned, respecting the time norms, the responsibilities and the development of the tasks that have established .

Conform the calendar tutorial.

Write the Memory of Practices.

## Evaluation

The appraisal of the the external Practices carries out by means of the qualifications of tutoria academic and tutoria of the entity collaborator, that deliver of the following way:

Tutor(at) of entity collaborator: it commissions to assess the practices from the Report of appraisal of the tutor of the entity collaborator, that makes him arrive it UdL.

Tutor(at) academic(at): it assesses the assistance at the tutories pactades, the fulfillment of the negotiations at time and form and the content of the Memory of the the external Practices. It is the person that decides the final note.

## Bibliography

Taking into account the nature of this subject, the bibliography, it webgrafia, the audiovisual modes or the resources of the digital field that employ will be specific for the distinct typologies of practices.