

## SHORT-TERM STUDY ABROAD

# Journalism, New Media and Communications in Spain

- **Campus/building.** Villafranca and Almagro
- **Type of course.** In-person
- **Duration.** 2 weeks



**STUDIES**  
Short-Term  
Study Abroad



**LANGUAGE**  
English



**DURATION**  
2 weeks



**DATE**  
June-July



**TYPE OF COURSE**  
In-person



**HOURS**  
80 hours

In this course, students will understand the state of journalism, new media and global communications in Spain and Europe not only through real case studies but also through visits to the best companies in the audiovisual industry. Get real experience with the best professionals and extend your network among professionals like you. Madrid is the third-largest city in Europe and the main producer in world news and entertainment content in Spanish.

This course is for international students or professionals interested in receiving a broader view of the audiovisual sector. Professionals are facing a changing environment, and it is necessary to prepare for new journalism and communications challenges.

## Overview

- 80-hour programme taught over two weeks.
- Complementary Spanish language classes taught by highly qualified native teachers.
- Active methodologies combining masterclasses, workshops and industry visits.
- Cultural activities and visits (museums, excursions to other cities, etc.).
- All class material costs and room + board (three meals a day) included in tuition.
- MediaLab workshops to document student progress via audiovisuals.
- A maximum of 14 students per class.
- Certificate awarded by University Camilo José Cela.



## Accommodation

Students will live at UCJC's halls of residence located at the university's main campus in Villafranca, Madrid, Spain.

**Accommodation included in price:** Yes.

## Dates

June/July (please enquire if you would like other dates).

Example:

- Date of arrival: 20 June 2021; Date of first class: 22 June 2021.
- Date of last class: 3 July 2021; Date of departure: 4 July 2021.

## About us

UCJC is one of the youngest and fastest-growing universities in Spain and Europe. Founded in 2000, UCJC is part of SEK Education Group, whose proven track record in teaching excellence stretches back over 125 years. As a young university, UCJC is forward-looking and uniquely placed to bridge the gap between traditional and modern times, through a liberal arts and applied sciences approach to higher education.

The university has four different schools: Communications and Humanities, Education, Health and Technology and Science, offering a range of Spanish and European official undergraduate and graduate programmes.

## Contents

### New audiovisual context in Spain: Traditional TV and journalism versus Netflix

Learn to create new infotainment and audiovisual formats and how journalism faces such new audiovisual contexts.

### Creation of transmedia stories

Transmedia storytelling is a growing field that focuses on designing and producing macrostories that are told across multiple media and that invite audience participation.

### New marketing trends

Learn to identify marketing innovation as the biggest driving force of a growing communications company and how your communications skills are linked to marketing.

### Digital media production

Discover the different phases of media production as well as the main tools used to achieve the whole process of digital contents in this area.

### Apps and communications

How to create your own communications app. It will be a journey through the current state of the corporate field of communications, at a historical moment where we are witnessing a reformulation of traditional platforms, as well as ways of accessing information.

### Data journalism and Big Data

Learn how to create journalistic content based on numbers. Discover how important the role of a journalist is in the new era of Big Data.

**MORE INFORMATION**

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[www.ucjc.edu](http://www.ucjc.edu)