



Màster de Gestió Estratègica de la Comunicació i Relacions Públiques

PLA DOCENT D'ASSIGNATURA

Títol de l'assignatura: Public Relations and Digital Media

ECTS Credits: 7,5 ECTS

Student Workload: 187,5 hours

Professors responsables: Carlos A. Scolari & Ruth Rodríguez

1. Presentation

The course analyses the reconfiguration of public relations since the emergence of the new forms of networked and interactive digital communication. The course proposes a theoretical-practical path: first, the students will analyse the mutations on the media ecosystem since the advent of the web, paying particular attention to the most recent changes (social networks, mobile communication, etc.). Secondly, the students will specialize in the strategic and productive aspects of online public relations (managing a virtual press office, strategy, design and production of online communication, etc.), including the new role of users as consumers and content generators.

2. Contents

- The new media ecosystem
 - Introduction to media ecology and evolution
 - A new communication paradigm: from broadcasting to social networks
 - New media, new research methods: usability, web analytics, semiotics of interfaces, and virtual ethnography.
- Public relations and interactive digital communication
 - Public Relations 2.0: status and trends in social networking
 - Managing online communities (community management)
 - Virtual communication newsroom: content and functionality
 - Online advertising. New formats and strategies
 - Brand building in interactive environments
- The media in the digital environment

- Old Newsroom and New Media: conceptual and economic challenges
- Parameters for evaluating the adaptation of media to the virtual environment
- New trends and benchmarks of the media in the mobile web environment.
- The role of users
 - New forms of accessing information in the virtual environment
 - The role of the user in the virtual environment: interaction and user generated contents

3. Evaluation

- The evaluation system will include the following elements:
 - Development of a research project and a design document.
 - Participation in classroom and virtual sessions.

Evaluation criteria	Evaluation %
Research project / Design document	(60 %)
Participation	(15%)
Individual activities	(25%)
TOTAL	100%

Evaluation parameters:

1. Research project / Design document (60 %): This section is the most important; it includes the development of a research project and the preparation of a design document based on the research outputs.

2. Participation (15%): Participation of the students during the classes and in the online environments.

3. Individual activities (25%): Presentation of individual works during the course.



4. Bibliography and didactic resources

4.1. Basic bibliography

Benkler, Y. (2006) *The Wealth of Networks: How social production transforms markets and freedom*. New Haven / Londres: Yale University Press.

Berman, S., Battino, B., Shipnuck, L. & Neus, A. (2007) *The end of advertising as we know it*, New York: IBM Global Services. URL: <http://www-935.ibm.com/services/us/index.wss/ibvstudy/gbs/a1028798?cntxt=a1000401>

Bowman, S. & Willis, C. (2003) *We Media: How audiences are shaping the future of news and information*. The Media Center at The American Press Institute. URL: <http://www.hypergene.net/wemedia/espanol.php>

Breakenridge, D. (2007) *PR 2.0. New media, new tools, new audiences*. Upper Saddle River (NJ): FT Press (Sección II).

Brink, T., Vergel, D. & Word, S. (2002) *Usability for the Web: Designing Web Sites that Work*. San Francisco: Morgan Kaufman.

Castells, M. (2006) *Mobile Communication and Society*. Cambridge, MA: The MIT Press.

Conversen. (2012, Jan. 18). *The growing audience for mobile devices*. URL: <http://blog.conversen.com/2012/crosschannel-content-library/the-growing-audience-for-mobile-devices/>

Edelman (2007) *A Corporate Guide to the Global Blogosphere. The new model of peer-to-peer communications*. URL: www.edelman.com/image/insights/content/WhitePaper011107sm.pdf

Jenkins, H. (2008) *Convergence culture. Where Old and New Media Collide*. New York: NYU Press.

Meerman Scott, D. (2007) *The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly*. Hoboken, NJ: John Wiley & Sons.



Rainie, L. & Wellman, B. (2012) *Networked: The New Social Operating System*, Cambridge, MA: The MIT Press

Scolari, Carlos A. (2008) On-Line Brands. Branding, Possible Worlds and Interactive Grammars, *Semiotica*, vol. 169 1/4, pp. 143 – 162

Scolari, Carlos A. (2009) Mapping conversations about new media: the theoretical field of digital communication, *New Media & Society*, Vol. 11, pp. 943 – 964

Sernovitz, A. (2009) *Word of Mouth Marketing: How Smart Companies Get People Talking*. Nueva York: Kaplan.

4.2. Secondary bibliography

Cobo Romani, C. y Pardo Kuklinski, H. (2007) *Planeta Web 2.0. Inteligencia colectiva o medios fast food*. Barcelona / México DF: GRID, UVic / Flacso México. URL: <http://www.planetaweb2.net>

de Ugarte, D. (2007) *El poder de las redes. Manual ilustrado para personas, colectivos y empresas abocados al ciberactivismo*. URL: http://www.deugarte.com/gomi/el_poder_de_las_redes.pdf

Future of Mobile News. The Pew Research Project for Excellence in Journalism. October 1, 2012
http://www.journalism.org/analysis_report/future_mobile_news

García Orosa, B. (2009) *Gabinetes de comunicación on line. Claves para generar información corporativa en la red*. Sevilla: Comunicación Social.

Gillmor, D. (2004) *We the Media. Grassroots Journalism by the People, for the People*. URL: <http://oreilly.com/catalog/wemedia/book/index.csp>

Ruth Rodriguez Martinez, Rafael Pedraza, Lluís Codina (2010) "Cibermedios y web 2.0: modelo de análisis y resultados de aplicación" *El profesional de la información*. Vol 19, num. 1

Ruth Rodriguez Martinez, Rafael Pedraza, Lluís Codina (2012) Indicadores para la evaluación de la calidad en cibermedios: análisis



de la interacción y de la adopción de la Web 2.0. *Revista Española de Documentación Científica*. Vol 35, num. 1.

The Demographics of Mobile News. The Pew Research Project for Excellence in Journalism. December 11, 2012
http://www.journalism.org/analysis_report/demographics_mobile_news

4.3. Didactic resources

Twitter Best Practices for Journalists and Newsrooms. URL:
https://dev.twitter.com/sites/default/files/files_media/journalistbestpractices.pdf (Consultado el 8 de Abril de 2013)

Twutorial for Journos. URL:
<http://www.slideshare.net/stevebuttry/twutorial-for-journos>
(Consultado el 8 de Abril de 2013)

Columbia Engineering School. TEDX Sree Sreenivsasan URL:
http://www.youtube.com/watch?v=qRXQtNT054k&list=PLpcj64uXCCR_xuSP0ugXWK_XdQMDaSrf7 (Consultado el 8 de Abril de 2013)

Pew Research Center: <http://stateofthedia.org> (Consultado el 8 de Abril de 2013)

Knight Digital Media Center <http://www.knightdigitalmediacenter.org>

5. Method

The learning-teaching process is organised around:

- Lectures
- Classroom activities (discussions, exercises, etc.)
- Online and external activities
- Self-learning
- Personal and group meetings

Lectures and classroom activities



- The lectures will introduce and describe the main theoretical reflections on the new media ecosystem, the interactive digital communication, and the online public relations.
- The practical classroom activities will include the presentation of analysis by the students and the discussion of different topics (including the evaluation of external activities).

Online and external activities

- Discussion and exchange of information between students and professors.
- Critical reading of the basic and secondary bibliography.
- Preparation of the weekly activities, the Research Project and the Design Document.

Research Project and Design Document

- **Research Project:** comparative analysis of at least three (3) digital communication strategies (including web analytics, discursive strategies, user participation, etc.) in the same economic area (i.e. luxury products, soccer clubs, etc.). The group (max. 3 students) will present a report (6.000/15.000 words). The report will include:
 - *Introduction*
 - *Objectives*
 - *Analysis*
 - *Conclusions*
 - *Bibliography*
- **Design Document:** this document is based on the research and must include a short proposal for improving the digital communication strategy of an actor operating in the same economic area. The document must explain how to differentiate a digital communication strategy from the competitors.