



**COLLEGE OF HUMANITIES AND SOCIAL SCIENCES  
SCHOOL OF COMMUNICATION**



*El Roble Amarillo: símbolo de nuestro pasado  
terrenal y futuros ideales.*

## **UNDERGRADUATE PROGRAMS**

- Communication and Journalism

## **GRADUATE PROGRAMS**

### **Master Programs**

- Master in Communication • Master in Journalism
- Master in Public Relations

### **Doctoral Programs**

- PhD in Communications

# COMMUNICATION AND JOURNALISM

## GENERAL INFORMATION

- High Quality Accreditation awarded by the Colombian Ministry of Education.
- Internationally Accredited by The Latin American Council for Accreditation of Training in Journalism (CLAEP)
- Duration: 9 semesters
- Total Number of Credits: 155

## PROGRAM OVERVIEW

Semester I	Semester II Journalism	Semester III Journalism
Photography Communication Skills I Communication Theory I Media Production I Communication and Writing Elective Course in History: <i>Contemporary History</i> <i>Pre – Hispanic America</i> <i>History of Barranquilla</i> <i>History of Colombia In the XX Century</i> <i>Political and Economic History of Colombia</i>	I Communication Theory II Sound Theory and Radio Language Communication Skills II Public Speaking Media Production II	II Communication Theory III Media Production II Radio Production Elective Courses in Caribbean Studies: <i>Caribbean Culture and Identity</i> <i>Caribbean Literature</i>

<p style="text-align: center;"><b>Semester IV</b></p> <p>Film Analysis Journalism III Media Production IV Semiotics and Communication Elective Courses in Social Sciences: <i>Society and Environment</i> <i>Science, Technology and Society</i> <i>Human Development</i> <i>Social Development</i> Elective Courses in Science and Technology: <i>Models of Social Science Research</i> <i>Knowledge and Research</i> <i>Foundations of Modern Science</i></p>	<p style="text-align: center;"><b>Semester V</b></p> <p>Journalism IV Media Production V Communication and Culture Organizational Culture &amp; Communication Research Methods in Communication Elective Courses in Quantitative Reasoning: <i>Basic Math</i> <i>Fundamentals of Statistics</i> <i>Geometry</i> <i>Algebra and Trigonometry</i></p>	<p style="text-align: center;"><b>Semester VI</b></p> <p>Journalism V Media Production VI Seminar in Communication Research Organizational Communication Project Political Communication Elective Courses in Philosophy <i>Contemporary Problems of Philosophy</i> <i>Philosophy of Science</i> <i>Philosophy</i></p>
<p style="text-align: center;"><b>Semester VII</b></p> <p>Media Production VII Corporate Communication Communication for Social Change Elective Courses in Ethics: <i>Ethics</i> <i>Bioethics</i> <i>Self-Knowledge and Sensitivity</i> Elective Courses in Entrepreneurship: <i>Entrepreneurship Development</i> <i>Creation of Technology-Based Companies</i> <i>Social Entrepreneurship</i></p>	<p style="text-align: center;"><b>Semester VIII</b></p> <p>Philosophy and Communication Seminar in Organizational Communication Argumentation in Journalism Graduation Project Elective Courses in Communication: <i>Marketing Communication</i> <i>Major Film Directors</i> <i>Films and History</i> <i>Strategic Communication Planning</i> <i>Mass Media and Conflict</i></p>	<p style="text-align: center;"><b>Semester IX</b> Internship</p>

## COMMUNICATION AND JOURNALISM

### Course descriptions

#### ***FIRST SEMESTER***

##### **PHOTOGRAPHY AND LAB WORK**

In this course students will learn the basics of photography, including camera use and image composition. It will explore color theory, framing, basis of design, graphic elements of image, and the exercise of news photography.

##### **COMMUNICATION SKILLS I**

This course consists of a set of theoretical-practical activities related to the processes of reading and oral communication which are understood as basic skills in the academic, professional and personal environment of the Universidad del Norte student.

It aims to develop the important skills of communicative competence and also emphasize effective knowledge and skills, which will turn students into autonomous, responsible, supportive individuals capable of constructive criticism which are the basic characteristics of citizens of today's knowledge - based society.

**MEDIA PRODUCTION I:** This course covers general aspects, including technical and aesthetic, about audiovisual media production. The technical aspect includes the study of the video signal, and care and management of the equipment. The aesthetic works with concepts of perception, visual communication, framing, angles, movements of the camera and basic elements of lighting and TV production.

### **COMMUNICATION THEORY I**

Students will become familiar with the different theories that define communication models, as well as media in our society. It is also important that students acquire critical reading skills in order to promote ethical use of these models and media.

### **COMMUNICATION AND WRITING**

This course approaches writing as a cross-training component of the communication and journalism program. The course is developed through practical exercises that favor the appropriation of the ability to write informative journalistic texts.

**HISTORY ELECTIVES:** Students may choose any of the following subjects:

#### **○ CONTEMPORARY HISTORY**

Seeks to know and understand the primary forces that shape our world. Students will have the opportunity to meet and discuss major historical events that had crucial implications from the French revolution to the world in which we live right now.

#### **○ PRE –HISPANIC AMERICA**

Includes topics such as biological and cultural evolution and the battle for survival. The processes of adaptation will be studied from the beginnings of human evolution, through the settlement of the continent and the development of urban settlements, and reaching the impact of conquest in the sixteenth century.

#### **○ HISTORY OF BARRANQUILLA**

The course objective is to develop students' understanding of the immediate world in which they live and where they will work as professionals, emphasis placed on the historical evolution of the largest city in Colombia's Caribbean region.

#### **○ HISTORY OF COLOMBIA IN THE TWENTIETH CENTURY**

This course develops the understanding of problem areas that cut across different subjects, such as the processes of modernization in Colombia, the basic characteristics of our political system, the economic models proposed and cultural changes that generate more impact.

#### **○ POLITICAL AND ECONOMIC HISTORY OF COLOMBIA**

This course attempts to explain political and economic events and their relationship with the development of the administrative and political history of the country, identifying regional issues and development problems that have been in the country since its formation in 1886 to the constitution of 1991 and today.

## ***SECOND SEMESTER***

### **SOUND THEORY AND RADIO LANGUAGE**

The course is designed to provide students with the basic knowledge necessary to understand the communicative possibilities of sound, mainly materialized in the radio as a mean of mass communication. The course includes the appropriation of concepts related to speech sound, production and radio programming. In parallel, it seeks to develop the skills necessary for the proper use of technological tools in the service of radio as a mass medium and sound as a communicative environment.

### **COMMUNICATION SKILLS II**

This course seeks to develop the ability to read and write expository and descriptive texts distinctive of academic research articles. It also seeks to develop argumentative competence by reading and writing argumentative academic texts. For this, the program starts off a base structure for academic argumentation in order for students to recognize and develop: theses, arguments and evidence.

### **MEDIA PRODUCTION II**

This course aims to familiarize students with the concepts that will allow them to effectively produce a television project, managing the technical, human and logistical aspects. Key topic: TV Production Planning

### **COMMUNICATION THEORY II**

This course approaches the study of communication processes from a critical paradigm. For this reason the class starts from the Modern Project until Postmodernism, where the critics see the media as a tool of power in the society

## **JOURNALISM I**

This course begins the training of a professional communicator in the specific area of Journalism. The course focuses on the basic journalistic task: the news, which is the basis of all journalistic genres.

## **PUBLIC SPEAKING**

This course consists of a set of theoretical and practical processes regarding oral communication. It aims to develop the important skills of communicative competence and also emphasize effective knowledge and skills, which will turn students into autonomous, responsible, supportive individuals capable of constructive criticism which are the basic characteristics of citizens of today's knowledge - based society.

## ***THIRD SEMESTER***

### **RADIO PRODUCTION**

This course aims to develop a wide range of skills that will allow students to produce communication outputs for radio broadcast, in a creative and researched-based manner. The course conceives a radio program in depth, with particular prominence in the cultural and journalistic approaches that should accompany the work in radio.

**CARIBBEAN STUDIES ELECTIVES:** Students may choose any of the following subjects:

#### **○ CARIBBEAN CULTURE AND IDENTITY**

The course offers an anthropological view of the Caribbean to provide students a clear and modern view of himself.

#### **○ CARIBBEAN LITERATURE**

The course gives an overview of the most important movements and authors in the literary history of the Colombian Caribbean region. The course focuses on reading and analysis of representative works in this emerging field of cultural production. Students will work in different genres such as novels, short stories, and poetry.

### **MEDIA PRODUCTION III**

In this theoretical - practical course students learn the fundamentals of script and audiovisual dramaturgy, also awaken their interest in writing and audiovisual narrative. Key topic: Screenwriting

### **COMMUNICATION THEORY III**

The communication theories are studied from a historical context, keeping in mind their cultural, political and social aspects. The course addresses not only theories of communication related to the mass media, but also other less explored areas such as interpersonal communication, group communication, and the Latin American contribution to communication theories.

### **JOURNALISM II**

Through readings and exercises of reporting news, students will develop an ethical reflection and analysis of the media and the treatment that the media gives to information. Students will be able to properly present facts to society. They will develop a desire to deliver the best of their ability to inform. This step will be part of the training process of investigative journalists.

**HUMANITIES ELECTIVES:** Students may choose any of the following subjects:

#### **○ LOGIC OF LOVE**

The course will cover some of the aspects of love, crazy love, passionate love and Oedipal love. Understanding the many sides of love allow students to discover the logic of love. In an imaginary scenario, love is abandoned and the fear of losing shows that love is always a repetition of acts. In the real scenario, love is invention tied to desire and enjoyment.

#### **○ MUSIC AND FILM**

With this course students will learn the relationship between music and film, creating the possibility of understanding the role that music has in the seventh art, we provide the tools to analyze the music, which was composed to support the image.

#### **○ COLOMBIAN LITERATURE**

Various shapes and colors define Colombian literature. The new generations of writers reflect all kind of feelings, uncertainties, addiction, rejection and the joy of youth, which shows us that Colombia is more than we know.

#### **○ LATIN AMERICAN LITERATURE**

Students become familiar with Hispanic authors that represent the works from the colonial era to the twentieth century, learning to distinguish the different genres and the tendencies that have formed the literature in Latin America.



## ***FOURTH SEMESTER***

### **FILM ANALYSIS**

The goal of this course is to study the films as an aesthetic audiovisual element. Likewise, we will study the sociology of cinema: the response of society to film. Students will be given guidelines for film criticism.

### **MEDIA PRODUCTION IV**

The course aims to provide students with the knowledge and understanding of the basics of film editing. In the various sessions students will learn the general aspects of this technique, its evolution and importance for the construction of a story. Additionally, student will learn the concepts needed to address the editing of an audiovisual work, with particular emphasis on the narrative and expressive possibilities of the montage process. Key topic: Montage

### **SEMIOTICS AND COMMUNICATION**

The knowledge of semiotics is an essential tool that allows the communicator to qualify thoughts and language in order to analyze the messages that moves in today's societies.

### **JOURNALISM III**

This course trains students in the specific area of TV journalism, addressing news writing and reporting as the main genres for journalistic work.

**LIFE SCIENCE ELECTIVES:** Students may choose any of the following subjects:

#### **○ SOCIETY AND ENVIRONMENT**

The program seeks to emphasize the social and cultural values in a specific time and place, which influence the lives of people and generations to come.

#### **○ SCIENCE, TECHNOLOGY AND SOCIETY**

The purpose of this course is to offer students a historical and critical view of technology, science, and society. The social sciences and especially history are possibly the primary method for obtaining knowledge and understanding the universe around us, the society we live in, and ourselves.

#### **○ HUMAN DEVELOPMENT**

Students analyze the concepts and theories of human development. This course provides evidence to understand different aspects of our world, including social, political, economic, cultural and religious.

#### **○ SOCIAL DEVELOPMENT**

The course considers basic concepts that allow an understanding of the discourse on social development and then begins a process of thinking about solutions for the problems within the Latin American context.

**SCIENCE AND TECHNOLOGY ELECTIVES:** Students may choose any of the following subjects:

**○ MODELS OF SOCIAL SCIENCE RESEARCH:**

This class will study the epistemological foundations of each theoretical model with its corresponding internal logic. Emphasis is placed on the different types of research and the construction of knowledge during the investigation process.

**○ KNOWLEDGE AND RESEARCH**

Evaluates the process that allows scientist to create theories and find evidence from which the scientific thought arises. Focuses on the ability to translate reality into research problems i.e. being able to investigate, reflect, think and train.

**○ FOUNDATIONS OF MODERN SCIENCE:**

Modern science is contextualized so that the social communicator will realize that it has a place in the social communication profession.

## ***FIFTH SEMESTER***

### **ORGANIZATIONAL CULTURE AND COMMUNICATION**

In depth analysis of the basic theoretical topics of organizational communication, providing prerequisite knowledge for the coming semesters. Approaches organizational concepts and analyzes the philosophy, structure and culture within them. Provides techniques and tools to make observations of communication within organizations

### **MEDIA PRODUCTION V**

The course provides students with aesthetic concepts and technical skills needed to address the production and execution of a multi camera newscast. The course covers topics related to the history of the news genre in Colombia, interviewing, debating and reporting techniques, journalistic pre-production of a newscast, preparation of notes and continuity. Along with a permanent update on relevant local, regional, national and international issues. Key topic: multi-camera production of newscasts.

### **COMMUNICATION AND CULTURE**

The course intends to provide theoretical tools to make the links between communication and culture. Understanding the communication processes as ways to build social ties between members of a community and legitimacy of the influences of power.

### **JOURNALISM IV**

This class begins with a basic concept: the journalistic narrative develops according to the procedures of literary narrative: from reality as the main material. With this knowledge students may handle the classic categories of exposure, development, resolution, evaluation and epilogue that identify journalistic discourse. Includes the prototypical narrative sequence, description, argumentation and explanation of the narrative dialogue language.

### **RESEARCH METHODS IN COMMUNICATION**

This course covers the techniques of quantitative and qualitative research, emphasizing the importance of methodological triangulation as an alternative, thus addressing the debate that has been traditionally raised in relation to both approaches.

**QUANTITAVE REASONING ELECTIVES:** Students may choose any of the following subjects:

#### **○ BASIC MATH**

Develops the ability to process information effectively, the ability to apply different number systems in problem solving, and the ability to model situations with linear and exponential functions.

#### **○ FUNDAMENTALS OF STATISTICS**

Presents an overview of basic methods of statistics. Covers the basics of statistics and other methods. Teaches how to use and connect methods with their applications using the Statgraphics statistical packages such as SPSS and Excel.

○ **GEOMETRY**

This course examines elements of logic, propositions, definitions, postulates and theorems of plane Euclidean geometry, using inductive and deductive reasoning. It addresses the congruence and similarity of triangles, polygons, area and perimeter of plane regions, the volume of solid and analytic geometry of two-dimensional straight lines, and conics.

○ **ALGEBRA AND TRIGONOMETRY**

This course studies the properties of sets of numbers, especially real numbers, simplifying algebraic expressions, solving equations and inequalities in one variable, the function concept and various basic functions such as polynomial and trigonometric functions. Real-world applications are addressed.

## **SIXTH SEMESTER**

### **ORGANIZATIONAL COMMUNICATION PROJECT**

The course starts with the basic concepts and elements for the development of an organizational diagnosis and the design of a strategic communications plan. These tools will give students the ability to work with a real organization for 13 weeks, defining variables, applying measurement tools and ultimately systematizing the result through a communications proposal.

### **MEDIA PRODUCTION VI**

The course gives students the audiovisual concepts needed to address the representation of reality, addressing the documentary as a way of seeing and understanding the world, based on research sufficiency, respect for differences, and permanent reflection. This involves knowing its history, ways to classify it, relationship with the environment; and its social relevance. Key issue: Documentary making

### **POLITICAL COMMUNICATION**

Offers students the possibility to establish a relationship between communication in the field of politics and an overview of the role of communication in social and public development. Because of the students will work with very important definitions, such as social mobilization, politics, political communication, nation, citizenship, the principles of democracy, and the macro-intentional communication model.

### **JOURNALISM V**

Analyzes the transformation process of journalism that looks for new scenarios between users and journalists, the development of new levels in the news, and the convergence of resources applied for news dissemination.

### **RESEARCH SEMINAR IN COMMUNICATION**

Students will become familiar with the different elements during the implementation of a research project. They will be able to implement the concepts and methodologies discussed in previous classes.

**PHILOSOPHY ELECTIVES:** students may choose any of the following subjects:

#### **○ CONTEMPORARY PROBLEMS OF PHILOSOPHY**

The course introduces students to the main topics, authors, and problems of contemporary philosophy, establishing the philosophical and scientific thought of our time, differences, divisions and ruptures with the history of philosophy.

#### **○ PHILOSOPHY OF SCIENCE**

This course addresses the different traditions that give meaning to the scientific endeavor. Presents the authors and foundations of various approaches to the understanding of nature in its historical context.

○ **PHILOSOPHY**

This subject is required to reveal the horizon of values from which human experience is expressed in terms of irrationality. In particular, it shows the link between the histories of the absurd, the rebellion, and murder.

## **SEVENTH SEMESTER**

### **CORPORATE COMMUNICATIONS**

Studies the profile and actions of those responsible for the communication process within an organization, both internally and externally. This class develops the key concepts for professional practice in organizations such as stakeholders, media relations, communication in crisis management, diagnostics, reputation and image building, management and evaluation indicators.

### **COMMUNICATION FOR SOCIAL CHANGE**

This course will address the proposals that have been developed to use communication and media in community development processes, social change, peace building and citizenship. Considers different strategies and approaches including education, entertainment, and social marketing and citizenship communication.

### **MEDIA PRODUCTION VII**

This course emphasizes the creation of fictional audiovisual content. Students will learn the fundamental principles of language as required to undertake any audiovisual experience: Shots and all variants, sequences, internal dynamics and their articulation, will be analyzed and put to practice. Concepts related to classical film montage or continuity, and all the variations that challenge and enrich it will be covered. Key topic: Fictional filmmaking

**OPEN ELECTIVE 1:** Students may take any of the 300 electives offered by any of the 22 undergraduate programs.

**ELECTIVE IN ETHICS:** Students may choose any of the following subjects:

#### **○ ETHICS**

The course shows the outlines of the relationship between philosophy and Human Rights, the debates on the Free Personality Development, the Right to Life, environmental ethics and Ethics of the company.

#### **○ BIOETHICS**

The rapid progress in genetics, molecular biology, biochemistry and techniques of assisted reproduction, among others, have generated a power of knowledge which have virtually placed the researcher in a position of control over life and death.

#### **○ SELF –KNOWLEDGE AND SENSITIVITY**

This course proposes that the development of self-knowledge - mainly from personal feelings - is the key to the formation of people and to face a future framed in situations of uncertainty and constant change, a characteristic of globalization.

**ELECTIVE IN ENTREPRENEURSHIP:** students may choose any of the following subjects:

○ **ENTREPRENEURSHIP DEVELOPMENT**

Being an entrepreneur is a way of thinking and acting. It is geared toward finding and exploiting opportunities rather than the resources you all ready have. This involves thinking in terms of organization, becoming builders rather than just performers.

○ **CREATION OF TECHNOLOGY-BASED COMPANIES**

The course emphasizes the importance of knowledge transfer from university to the company as a key mechanism to promote business competitiveness. For this reason the class reviews the basic elements for this process: technological innovation, the team, the business plan, and technology transfer.

○ **SOCIAL ENTREPRENEURSHIP**

The course examines the main theoretical concepts that frame the nature of social entrepreneurship as an alternative paradigm for the generation of economic and social value.



## ***EIGHTH SEMESTER***

### **SEMINAR IN ORGANIZATIONAL COMMUNICATION**

Addresses the general phenomena that affect the communication process in organizations. In this way, students will develop concepts and arguments involving the three major communication dimensions, internal, corporate and commercial.

### **PHILOSOPHY AND COMMUNICATION**

The contents of this course are oriented toward analyzing and understanding the foundation of epistemology understood as social critique of knowledge and its relationship with the theories of language and communicative action.

### **ARGUMENTATION IN JOURNALISM**

Looking to create critical thinking through analysis, reading and writing of argumentative texts, promoting pluralism and divergent thinking through discussion, and development of communication skills, so students develop an ability to critically evaluate society, while developing a transforming and driving attitude that every journalist should have in order to face the difficulties of their profession.

**COMMUNICATIONS ELECTIVES:** Students may choose any of the following subjects:

#### **○ MARKETING COMMUNICATIONS**

Consumer habits are changing dramatically. Citizens, buyers and sellers, have a different relationship with brands compared to before. This course aims to teach the new tools of persuasion to reach consumers and at the same time create more scenarios for communicators.

#### **○ MAJOR FILM DIRECTORS**

During this class students will review three major film directors (the topics rotate each semester). For example in the following semester teachers will analyze German, Black, and Cuban films.

#### **○ FILM AND HISTORY**

Analysis of films that in different times have made history.

#### **○ STRATEGIC PLANNING**

Students learn to develop tools directed to the design of a strategic communication plans for private and public organizations, making their actions and positions visible to their various stakeholders.

#### **○ MASS MEDIA AND CONFLICT**

A systematic analysis of the role played by the international press as a witness and mediator of conflicts, such as the wars in Vietnam, Middle East, and the Falklands, among others.

**OPEN ELECTIVE 2:** Students may take any 300 level elective offered by one of the 22 undergraduate programs.

### **GRADUATION PROJECT**

A methodological guide on the process of completing a research project. The project must be developed within one of the following categories: journalism, audiovisual, organizational communication, and research or applied project. Students must present a final research project where they apply the knowledge and tools acquired through the program.

## ***NINTH SEMESTER***

**INTERNSHIP:** Training activity performed by students within an organization aimed to provide practical experience.

## FACULTY

Name	Research Areas and Credentials	Email
<a href="#"><u>JESUS ARROYAVE CABRERA</u></a>	Ph. D. in Communication from the University of Miami, Master in Communication and Information Studies from Rutgers University. His research interests revolve around topics such as media and journalism studies, health communication, and communication for social change.	<a href="mailto:jarroyav@uninorte.edu.co"><u>jarroyav@uninorte.edu.co</u></a>
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<a href="#"><u>CAMILO PEREZ QUINTERO</u></a>	Research experience on topics such as violence, memory, narratives of the disease, diaspora and citizen media, the role of citizen media in contexts of violence and in the construction of post-conflict narratives.	<a href="mailto:ecquintero@uninorte.edu.co"><u>ecquintero@uninorte.edu.co</u></a>
<a href="#"><u>JENNIE PEÑA ESCOBAR</u></a>	Doctor in Communication, Director of the PBX Research Group on Communication, Culture and Social Change. Research	<a href="mailto:yescobar@uninorte.edu.co"><u>yescobar@uninorte.edu.co</u></a>
	interests: Communication and organizations, Strategic relationship Analysis, and Social Media.	
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<a href="#"><u>JAIR VEGA CASANOVA</u></a>	Master in Political and Economic Studies. His research is oriented in the field of communication, development and social change and specifically in communication and citizenship and health communication.	<a href="mailto:jvega@uninorte.edu.co"><u>jvega@uninorte.edu.co</u></a>
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<a href="#"><u>CELIN</u></a>		

## PROGRAM CONTACTS

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