

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	An Approach to Written and Audiovisual Communication
Subject code	E000004234
Main program	Bachelor's Degree in Advertising and Public Relations
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Básico
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
Coordinator	Víctor Navarro Remesal
Schedule	Monday (09:00 - 11:00) and Friday (12:00 - 14:00)
Office hours	Ask for an appointment by email
Course overview	Foundations of written and audiovisual communication. Theories and analysis about the ways in which media texts construct meaning. Introduction to the basic processes and methods of journalistic, advertising and audiovisual work. Description and analysis of information products in the different media. Audiovisual language as a tool for the production of messages and content.

Teacher Information	
Teacher	
Name	María Ángeles Durán Mañes
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Teacher	
Name	Manuel Alejandro Aguilera Povedano
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
The contemporary world is built on media discourses. What we know through them matters as much as direct, face-to-face experience. Media are a space where meanings, representations, values and cultural models are constructed and negotiated. For this reason, media professionals are essential for society. Beyond instrumental knowledge, always in constant change, these professionals must have a capacity for formal analysis, the management of written and audiovisual tools and an understanding of their cultural implications. This course prepares these future professionals with a broad, global, and interdisciplinary perspective.
Prerequisites

Written and spoken English. Analysis skills and critical reflection.

Competencies - Objectives

Competences

GENERALES

CG04	Conocer el estado del mundo y de la comunicación, así como de su evolución histórica reciente y comprender sus diferentes parámetros (políticos, económicos, culturales, estéticos y religiosos) para su aplicación en la actividad profesional.
CG11	Saber valorar la obra audiovisual desde el punto de vista estético para el análisis o la toma de decisiones profesionales
CG12	Reflexionar críticamente sobre la influencia que tienen los medios de comunicación en la sociedad, desarrollando sus funciones de formar, informar y entretener.

TRANSVERSALES

CT04	Observar, analizar y procesar informaciones relevantes, saber relacionarlas y contextualizarlas y ser capaz de argumentarlas, para emitir juicios fundamentados científicamente.
CT05	Identificar problemas y sus posibles soluciones y saber tomar decisiones eficaces en el marco de la comunicación.
CT09	Saber buscar las claves interpretativas de cualquier fenómeno natural, social, económico, histórico y político.

ESPECÍFICAS

CE05	Conocer e interpretar el entorno empresarial e institucional y adaptarse a los objetivos organizacionales, sin perder la autonomía, identidad y valores, haciéndolos compatibles y sinérgicos con los propios.
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Learning outcomes

RA1	Conocer el estado de la producción audiovisual contemporánea y de su evolución histórica reciente y comprender sus diferentes parámetros (políticos, económicos, culturales, estéticos...).
RA2	Analizar los diferentes relatos audiovisuales y formatos hipertextuales
RA3	Valorar los distintos productos audiovisuales desde un punto de vista estético.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

PART 1: INTRODUCTION TO MEDIA STUDIES

1 – What is Communication?

2 – Media life and Media literacies

3 – Representation. Cultural Studies

4 – Genres

PART 2: TEXTUAL ANALYSIS

5 – Textual analysis: journalism

6 – Textual analysis: film

7 – Textual analysis: documentary

8 – Textual analysis: advertising

9 – Textual analysis: video games

10– Textual analysis: comic books

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

Master classes

Seminars and workshops

Assignments and presentations

Office hours

Non-Presential Methodology: Activities

Individual study

Reading

Assignments

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS

Clases teóricas y clases prácticas

60.00

NON-PRESENTIAL HOURS

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Test	Can be retaken Expression, summarising, proper use of theory, and critical thinking	50
Engagement in the course and participation in fora	Participation in: · Viewing sessions and debate in the ora · Journal of media life and media consumption throughout the semester (at least three entries) · General media knowledge test, taken at the beginning and at the ending of the course	10
Report: Analysis of a relevant media work, first draft and diary of the process, with mentions of the methodology and references used.	Can be retaken The first draft of the essay will be made during the first weeks of the course. Throughout the semester, this draft will be rewritten incorporating: · The theory learned in class, as well as any relevant methodologies · At least two academic citations, incorporated in the text and properly referenced in the bibliography · A clear hypothesis that is put to test in the text	30
Seminar: Book club. Group report	Each specialty or interest group should read a specific book that will be indicated at the beginning of the course, participate in a debate seminar and present a joint reflection on the contributions of that reading to their specialty	10

Ratings

All parts must be above 50% to pass, except the final test, which needs to be above 60%.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Reading and theory tests (virtual campus)	Fortnightly	Fortnightly
Delivery of the final essays	During the whole course	Last week
Media life journal	During the whole course	During the whole course
Final exam		As specified in the exams calendar
Book club report		Last week before Christmas

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Deuze, Mark (2012). 'Media Life'. Polity Press.

Lladó, Albert (2019). 'La mirada lucida'. Anagrama.

Márquez, Israel (2015). 'Una genealogía de las pantallas: del cine al teléfono móvil'. Anagrama.

McQuail, Denis (1985). 'Introducción a la teoría de la comunicación de masas'. Paidós.

Segarra, Toni (2009). 'Desde el otro lado del escaparate'. Espasa

Complementary Bibliography

- Altman, Rick (2000). 'Los géneros cinematográficos'. Paidós.
- Bassat, Lluís (2017). 'La creatividad'. Conecta.
- Bogost, Ian (2010). 'Newsgames'. MIT Press.
- Bordwell, David (1995). 'El arte cinematográfico: una introducción'. Paidós.
- Jenkins, Henry et al. (2009). 'Confronting the Challenges of Participatory Culture: Media Education for the 21st Century'. MIT Press.
- McCloud, Scott (2012). 'Hacer cómics'. Astiberri.

- Nichols, Bill (1997). 'La representación de la realidad'. Paidós.
- Tosca, Susana (2009). '¿Jugamos una de vampiros? De cómo cuentan historias los videojuegos'. Comunicación, 7(1).
- Van Dijk, Teun A (1996). 'La noticia como discurso' . Paidós.

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