

FICHA TÉCNICA DE LA ASIGNATURA

| Datos de la asignatura | |
|------------------------|---|
| Subject name | An Approach to Written and Audiovisual Communication |
| Subject code | E000004234 |
| Mainprogram | Bachelor's Degree in Audiovisual Communication |
| Credits | 6,0 ECTS |
| Type | Básico |
| Department | Centro de Enseñanza Superior Alberta Giménez (CESAG) |
| Coordinator | Victor Navarro Remesal |
| Schedule | Monday (09:00 - 11:00) and Friday (12:00 - 14:00) |
| Office hours | Request 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. |

| Datos del profesorado | |
|-----------------------|---|
| Teacher | |
| Name | Víctor Manuel Navarro Remesal |
| Department | Departamento de Ciencias de la Comunicación |
| Office | 6 |
| E-Mail | vmnavarro@cesag.comillas.edu |

DATOS ESPECÍFICOS DE LA ASIGNATURA

| Contextualización de la asignatura |
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| Aportación al perfil profesional de la titulación |
| <p>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.</p> |
| Prerequisitos |

Written and spoken English. Analysis skills and critical reflection.

| Competencias - Objetivos | |
|----------------------------------|--|
| Competencias | |
| 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) |
| CG11 | Valorar la obra audiovisual desde el punto de vista estético |
| 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 para emitir juicios fundamentados científicamente |
| CT05 | Identificar problemas y posibles soluciones y tomar decisiones para una solución eficaz |
| CT09 | Saber buscar las claves interpretativas de cualquier fenómeno natural, social, económico, histórico y político |
| ESPECÍFICAS | |
| CE04 | Analizar relatos audiovisuales, atendiendo a los parámetros básicos del análisis de obras audiovisuales, considerando los mensajes icónicos como textos y productos de las condiciones sociopolíticas y culturales de una época histórica determinada. |
| CE09 | Ser capaz de definir temas de investigación o creación personal innovadora que puedan contribuir al conocimiento o desarrollo de lenguajes audiovisuales o su interpretación. |
| Resultados de Aprendizaje | |
| RA01 | Conocer el estado de la producción audiovisual contemporánea y de su evolución histórica reciente y comprender sus diferentes parámetros (políticos, económicos, culturales, estéticos). |
| RA02 | Analizar los diferentes relatos audiovisuales y formatos hipertextuales. |
| RA03 | Valorar los distintos productos audiovisuales desde un punto de vista estético. |

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

PART 1: INTRODUCTION TO MEDIA STUDIES

- 1 – Introduction to Academia and Media Studies
- 2 – What is Communication?
- 3 – Media life and Media literacies
- 4 – Screens. Ecosystem, history, and genealogy
- 5 – Representation. Modes and Trends
- 6 – Genres

PART 2: TEXTUAL ANALYSIS

- 7 – Textual analysis: journalism
- 8 – Textual analysis: film
- 9 – Textual analysis: documentary
- 10 – Textual analysis: advertising
- 11 – Textual analysis: video games
- 12 – Textual analysis: comic books
- 13 – Textual analysis: YouTube and other online formats

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

Metodología Presencial: Actividades

- Master classes
- Seminars and workshops
- Assignments and presentations
- Office hours

Metodología No presencial: Actividades

Individual study

Reading

Assignments

RESUMEN HORAS DE TRABAJO DEL ALUMNO

| CLASSROOM HOURS |
|--|
| Clases teóricas y clases prácticas |
| 60.00 |
| NON-PRESENTIAL HOURS |
| Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación |
| 90.00 |
| ECTS CREDITS: 6,0 (150,00 hours) |

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

| 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 % |
| | 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 | |

| | | |
|--|---|------|
| Report: Analysis of a relevant media work, first draft and diary of the process, with mentions of the methodology and references used. | be rewritten incorporating: <ul style="list-style-type: none"> · 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 % |

Calificaciones

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

PLAN DE TRABAJO Y CRONOGRAMA

| 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 |

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica



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

Bibliografía Complementaria

- 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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