

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 Journalism
Involved programs	Grado en Periodismo [Primer Curso]
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.

Datos del profesorado	
Teacher	
Name	Víctor Manuel Navarro Remesal
Department	Departamento de Ciencias de la Comunicación
Office	6
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
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.

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

CE05	Conocer y aplicar las principales corrientes teóricas que formalizan y critican desde un punto de vista conceptual y metodológico los procesos informativos y comunicativos.
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Resultados de Aprendizaje

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.

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: <ul style="list-style-type: none"> · 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	



<p>Report: Analysis of a relevant media work, first draft and diary of the process, with mentions of the methodology and references used.</p>	<p>during the first weeks of the course. Throughout the semester, this draft will be rewritten incorporating:</p> <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 	<p>30 %</p>
<p>Seminar: Book club. Group report</p>	<p>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</p>	<p>10 %</p>

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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