

## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
<b>Subject name</b>	An Approach to Written and Audiovisual Communication
<b>Subject code</b>	E000004234
<b>Main program</b>	<a href="#">Bachelor's Degree in Journalism</a>
<b>Level</b>	Reglada Grado Europeo
<b>Quarter</b>	Semestral
<b>Credits</b>	6,0 ECTS
<b>Type</b>	Básico
<b>Department</b>	Centro de Enseñanza Superior Alberta Giménez (CESAG)
<b>Coordinator</b>	Víctor Navarro Remesal
<b>Schedule</b>	Monday (09:00 - 11:00) and Friday (12:00 - 14:00)
<b>Office hours</b>	Ask for an appointment by email
<b>Course overview</b>	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	
<b>Teacher</b>	
<b>Name</b>	María Ángeles Durán Mañes
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<b>Teacher</b>	
<b>Name</b>	Manuel Alejandro Aguilera Povedano
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## SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
<b>Contribution to the professional profile of the degree</b>
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

<b>CG04</b>	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)
<b>CG11</b>	Valorar la obra audiovisual desde el punto de vista estético.
<b>CG12</b>	Reflexionar críticamente sobre la influencia que tienen los medios de comunicación en la sociedad, desarrollando sus funciones de formar, informar y entretener.

#### TRANSVERSALES

<b>CT04</b>	Observar, analizar y procesar informaciones relevantes para emitir juicios fundamentados científicamente.
<b>CT05</b>	Identificar problemas y posibles soluciones y tomar decisiones para una solución eficaz.
<b>CT09</b>	Saber buscar las claves interpretativas de cualquier fenómeno natural, social, económico, histórico y político.

#### ESPECÍFICAS

<b>CE05</b>	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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### Learning outcomes

<b>RA1</b>	Conocer el estado de la producción audiovisual contemporánea y de su evolución histórica reciente y comprender sus diferentes parámetros (políticos, económicos, culturales, estéticos...).
<b>RA2</b>	Analizar los diferentes relatos audiovisuales y formatos hipertextuales.
<b>RA3</b>	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

Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación

90.00

**ECTS CREDITS: 6,0 (150,00 hours)**

## EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Test	<p>Can be retaken</p> <p>Expression, summarising, proper use of theory, and critical thinking</p>	50
Engagement in the course and participation in fora	<p>Participation in:</p> <ul style="list-style-type: none"> <li>· Viewing sessions and debate in the ora</li> <li>· Journal of media life and media consumption throughout the semester (at least three entries)</li> <li>· General media knowledge test, taken at the beginning and at the ending of the course</li> </ul>	10
Report: Analysis of a relevant media work, first draft and diary of the process, with mentions of the methodology and references used.	<p>Can be retaken</p> <p>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:</p> <ul style="list-style-type: none"> <li>· The theory learned in class, as well as any relevant methodologies</li> <li>· At least two academic citations, incorporated in the text and properly referenced in the bibliography</li> <li>· A clear hypothesis that is put to test in the text</li> </ul>	30
Seminar: Book club. Group report	<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>	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.

# CESAG



**Syllabus**  
**2024 - 2025**

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download"  
<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>