

Academic Year: (2017 / 2018)

Review date: 21-09-2017

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

- 1) Ability to recognize the importance of media theories and processes in the global world.
- 2) Familiarization with the most important theories of media.
- 3) Introduction the practical works on scriptwriting and moving image analyses.
- 4) Ability to work with mature and specialized bibliography.
- 5) Knowledge of the main strategies of essay writing.

DESCRIPTION OF CONTENTS: PROGRAMME

- 1) Introduction to Communication, Media Theory and Visual Studies
- 2) Introduction to Film Studies. Aesthetics and Cinema. Film and Cultural Studies.
- 3) Introduction to Radio: Sound, Narration and Society.
- 4) Introduction to Television Studies. Audiences and Reception. Programming Strategies.
- 5) Introduction to New Media. Digital Culture. The theories of Simulacra.

LEARNING ACTIVITIES AND METHODOLOGY

All sessions are divided in one LECTURE, based on a theoretical presentation, plus one SEMINAR, in which students work on their practical exercises. Students are expected to attend all sessions and participate in the debates. Deadlines for written work must be strictly met.

ASSESSMENT SYSTEM

For those students in the Bilingual Course, the assessment system is as follows:

- 50 % end-of-term-examination
- 50 % of continuous assessment (assignments, laboratory, practicals, presentation): 100

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- CRAIG BATTY & SANDRA CRAIN Media Writing. A practical introduction, Palgrave Macmillan, 2010
- Laura Mulvey Visual and other pleasures, Macmillan Press, 1989
- Maria Pramaggiore and Tom Wallis Film: an Introduction, Laurence King Press, 2011
- Robert M. Lapsley & Michael Westlake Film Theory: an Introduction, Manchester university press, 2006