

## Television Formats

Academic Year: ( 2017 / 2018 )

Review date: 20-04-2017

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GALAN FAJARDO, HELENA MARIA

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

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

## DESCRIPTION OF CONTENTS: PROGRAMME

- What is the format? Sources of creativity.
- The Entertainment creative process: creation, development, structure of work .
- Fiction: the creative process equipment, stages and deadlines.
- Analysis of formats: types of analysis. Factors to be taken into account.
- Sales : Notions of Industry and television markets.
- Production, notions affecting formats: pitching.
- Format and market.

## 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

- 40 % end-of-term-examination
- 60 % of continuous assessment (assignments, laboratory, practicals, presentation): 100

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| <b>% end-of-term-examination:</b>   | 60 |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 40 |