

Academic Year: (2017 / 2018)

Review date: 22-05-2017

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GALLEGO PEREZ, JUAN IGNACIO

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

- 1.-Know how audiovisual ecosystem has changed over the last decade.
- 2.-Know the latest communicational theories.
- 3.-Have a critical view as a consumer of audiovisual.
- 4.-Be able to think about the past, present and future of the audiovisual.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction. Mapping new trends in media
2. New trends and aesthetics: digital film, radio & TV
3. Convergence culture
4. Political economy of digital media
5. Measuring audiences & big data
6. Participatory culture: from prosumers to activism
7. New trends and digital optimisms: critical foci

LEARNING ACTIVITIES AND METHODOLOGY

Based on a group dynamic:

1. Each week one group should prepare a presentation based on the main and the complementary references. The other students should read and prepare the main readings to interact during the session.
2. Based on the group theoretical framework each student should do an essay about an specific topic.

ASSESSMENT SYSTEM

50% Final individual essay and presentation
 50% Weekly group presentations, participation, assistance,

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

BASIC BIBLIOGRAPHY

- Belton, John ¿Digital Cinema: A False Revolution¿, October, 100, 2002, pp. 98-114.
- Bird, S. E. Are we all producers now? Convergence and media audience practices. , Cultural Studies Journal, 25, 2011
- Bruns, A. Towards produsage: Futures for user-led content production., On.Line, 2006
- Eli Pariser The filter bubble, Penguin, 2012
- Hesmondhalgh, D. The cultural industries (3rd edition), Sage, 2013
- Jakobsson & Fredrik Stiernstedt Pirates of Silicon Valley. State of exception and dispossession in Web 2.0, First Monday, Online Journal, 2010
- Lotz, Amanda D The television will be revolutionized, New York University Press, 2007
- McChesney, R.W. Digital Disconnect : How Capitalism Is Turning the Internet Against Democracy , The New Press, 2013
- Mosco, V. To the Cloud: Big Data in a Turbulent World, Paradigm Publishers, 2014

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- Snickars, Pelle, and Patrick Vonderau The YouTube reader, National Library of Sweden, 2009
- VV.AA. The big opportunity: audience research meets big data, IPA, 2013

ADDITIONAL BIBLIOGRAPHY

- Dan Harries The new media book, British Film Institute, 2002
- Dena, C. Transmedia practice: Theorising the practice of expressing a fictional world across distinct media and environments , Doctoral dissertation, 2010
- Edmond, M. All platforms considered: Contemporary radio and transmedia engagement., New Media & Society Journal, 2014
- Mosco, V. The Digital Sublime: Myth, Power, and Cyberspace, The Mit Press, 2005