New trends in media

Department assigned to the subject: Department of Journalism and Audiovisual Communication
Coordinating teacher: GALLEGO PEREZ, JUAN IGNACIO
Type: Electives  ECTS Credits : 3.0
Year :  Semester :
Academic Year:  ( 2018 / 2019 )
Review date: 09-05-2018

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.
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, assitance,

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

BASIC BIBLIOGRAPHY
- Bird, S. E. Are we all produsers 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 Sternstedt 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
- Mosco, V. To the Cloud: Big Data in a Turbulent World, Paradigm Publishers, 2014
- Mosco, V. To the Cloud. Big data in a turbulent world, Paradigm, 2014
- 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