

Reading moving image (film and television)

Academic Year: (2019 / 2020)

Review date: 03-05-2019

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ARANZUBIA COB, ASIER

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Introduction to Communication and Media Studies
Image Theory

OBJECTIVES

1. Basic knowledge about the nature and operation of the moving image. Ability to understand the principles of audiovisual speech (film and television).
2. Ability to interpret and analyze the mechanisms that determine the production of meaning and the formation of a style in the moving image. Basic skills for the analysis of the formal and narrative construction of audiovisual scripts.
3. Development of a critical and creative ability regarding the visual discourse and its evolution in the context of contemporary visual culture.

DESCRIPTION OF CONTENTS: PROGRAMME

Theoretical and analytical methodology. Differences between criticism and analysis.
Analysis of the advertising image. Microanalysis a short format.
Analysis of the film image. Image silent cinema in the digital era.
The analysis of the TV image. In the first series of cult emergence of HBO.

LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures
Acquisition of theoretical knowledge and case reviews. 1 ECTS. Competencies 1 and 3
2. Practical classes
Tutored practical work. Exhibition and comment. 2 ECTS. Competence 2 and 3.
3. Student work
Supervised study of theoretical and practical content and teaching materials. 1 ECTS. Competencies 1, 2 and 3.
Development of practical exercises. 2 ECTS. Competence 2 and 3.

Theory classes: individual tutorials

Practical classes: group tutorials

ASSESSMENT SYSTEM

Continuous assessment model
Theoretical exam, 50% of the final grade
Evaluation of practical work (several individual practices and collective) 50% of the final grade

Model B official Examination

Theory test, up to 60% of the final grade

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

BASIC BIBLIOGRAPHY

- Bordwell, D. (2013) Pandora's Digital Box, Irvington Way institute Press.
- Bordwell, D.; Thomposon, K.; Smith, J. (2016) Film Art: An Introduction, Mc Graw Hill.
- Corrigan, T. (2009). A Short Guide to Writing about Film,, New York, Longman..
- Creeber, G. (Ed.) (2006). Tele-visions: an Introduction to Studying Television,, London, BFI..