

Academic Year: (2019 / 2020)

Review date: 06-05-2020

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

1. Continuous Assessment. Based on groups:

Weeks 1-5:

Professor lectures and students discussion.

Mandatory readings

Week 6: Documentary viewing and discussion

Weeks 7-12:

Pre-production and recording of a podcast. Based on readings and case studies we will prepare a Podcast Series about New Trends in Media with texts, links and visual content in our website.

Semanas 13 y 14: Podcast presentations workshop

2. Final individual assessment: based on readings and working group prepare an individual essay.

ASSESSMENT SYSTEM

50% Final individual essay

50% Continuous Assessment (assistance, participation, podcat)

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| % 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
- Mosco, V. To the Cloud. Big data in a turbulent world, Paradigm, 2014
- Smith, Michael D. Streaming, Sharing, Stealing : Big Data and the Future of Entertainment, 2016, Mit Press
- Snickars, Pelle, and Patrick Vonderau The YouTube reader, National Library of Sweden, 2009
- Srnicek, Nick Platform Capitalism, Polity, 2017
- 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