

Academic Year: ( 2019 / 2020 )

Review date: 27/05/2019 11:01:34

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: IBAÑEZ FERNANDEZ, JUAN CARLOS

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

## OBJECTIVES

### Competence

Ability to understand and critically analyze visual representations in the specialized field of broadcast or corporate management of tourism, both from a formal and conceptual perspective.

### Skills

- Knowledge about the fundamental characteristics of the media coverage on the resources of the Natural and Cultural Heritage.
- Knowledge about the role of media representations in the construction of social discourses related to tourism and its impact on social and cultural life.

## DESCRIPTION OF CONTENTS: PROGRAMME

Media communication and visual representation in contemporary society

- Structure and social impact in the field of tourism management of natural and cultural assets. Introduction to the analysis of contemporary visual language and its relation to tourism: film, television and the Internet.

Tourism representations in the media

- Broadcast genres: film, television and new media. Tourism and visual culture. Central themes and social and cultural stereotypes.

## LEARNING ACTIVITIES AND METHODOLOGY

### LEARNING ACTIVITIES

Lectures (15 hours, 100%)

Theoretical keys in broadcasting of media Natural resources and cultural heritage.

Practical (15 hours, 100%)

Analysis of audiovisual materials relevant to understand the evolution of audiovisual culture associated with tourism and broadcast of natural and cultural heritage in Spain. Reading and analysis of texts. Active student participation.

Student work (40 hours, 0%)

Practical classes and supervised study of teaching materials. Preparation and defense of an essay on specific aspects of the syllabus.

Tutorials (5 hours, 100%).

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40
Student work /Assay 60%	
Continuous evaluation 20%	
Student participation 20%	

#### BASIC BIBLIOGRAPHY

- Augé, M. El viaje imposible: el turismo y sus imágenes, Gedisa, 1998
- Del Rey-Reguillo, A. (ed.) Cine, imaginario y turismo, Tirant Lo Blanch, 2007
- Gámir, A. y Manuel, C. Cine y Geografía. Espacio geográfico, paisaje y territorio en las producciones cinematográficas, Boletín de la Asociación de Geógrafos Españoles, núm. 45, 2007
- Ibáñez, J.C. Naturaleza y medio ambiente en la cultura televisiva española, Adimán, 2004
- Lester, J-A y Scarles, C. (eds.) Mediating the Tourist Experience: From Brochures to Virtual Encounters, Ashgate Publishing, 2014
- Rosado Cobián, C. y Querol Fernández, P. Cine y turismo. Una nueva estrategia de promoción, Junta de Andalucía, 2006
- Tzanelli, R. The Cinematic Tourist: Explorations in Globalization, Culture and Resistance, Routledge, 2007