

Academic Year: ( 2019 / 2020 )

Review date: 21/04/2020 12:30:29

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: EIROA SAN FRANCISCO, MATILDE

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

## OBJECTIVES

Competences: 1) Systemic: aptitude to apply the knowledge to the practice, skills of investigation, skill to work of autonomous form, initiative and entrepreneurship, attainment of aims, to take part publicly with reasoned arguments. 2) Interpersonal: capacity of critique, aptitude to communicate with experts of other areas. 3) Instrumental and cognitive: capacity of organization and planning, general basic knowledge, skills of management of the information

## DESCRIPTION OF CONTENTS: PROGRAMME

Block I: Communication, Journalism and the cultural inheritance

Topic 1. Concepts and functions in the communication of cultural inheritance (1 ECTS).

- 1.1. Basic concepts: information, advertising, propaganda, communication and vulgarization.
- 1.2. Specialized Journalism
- 1.3. The role of communication in cultural inheritance.
- 1.4. The Internet and digital resources

Topic 2. Technical and processes of the cultural inheritance (1 ECTS).

- 2.1. Informative and communication techniques
- 2.2. Corporate Communication and Press Cabinets
- 2.3. Strategic communication of cultural inheritance: planning and techniques.

Topic 3.- Media and cultural inheritance (1 ECTS).

- 3.1. The cultural inheritance representation: historical press and digital media as a resource and an object of study.
- 3.2. Research methods of traditional press.

Block II: The cultural inheritance in audio-visual media

Topic 1. Media and cultural heritage (1 ECTS).

- 1.1. The cultural and its heritage in media communication.
- 1.2. The visual reader as cultural meaning of the past and present.

Topic 2. History, memory and audio-visual culture (1 ECTS).

- 2.1. Social memory, audio-visual memory, historical memory. The audiovisual frame.
- 2.2. Media and History in the identity formation

Topic 3. The diffusion of the cultural heritage (1 ECTS).

- 3.1. From Prehistory until nowadays. The evolution of the image.

## LEARNING ACTIVITIES AND METHODOLOGY

1. Magisterial conferences, where they will present the knowledge that the students must acquire. There will be delivered to the students basic texts of reference that allow them to understand and to penetrate into the contents of the given matter.

2. Specifics readings, promoting the critical analysis of the content.
  3. Oral exhibitions, where they present the results and worn out materials, with the aim to improve the learning and the acquisition of competitions in the domain of the presentation and diffusion
  4. Activity with cultural institutions, according with their agenda.
- Consulting Aula Global is mandatory to follow the activities

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

Evaluation of the matter follows the process of continuous evaluation and evaluative tests or work ratio conforms to the weight of activities ECTS, allowing a flexible assessment margin teachers

a) Attendance and active participation in classroom: 25%

b) Essays about specific readings, presentations of tasks and practices: 25%

c) Final Work: Preparation of an individual work focused to develop and prepare a project that may apply or develop in the future, starting from any of the topics addressed in the course. Will be assessed with the rules stated in the classes: 50%

The final punctuation will be the result of the above percentages.

In the extraordinary examination the qualification will be achieved with a 100% of theoretical issues .

## BASIC BIBLIOGRAPHY

- CANNADINE, D. (ed.), (2007), History and the Media, New York, Palgrave-MacMillan.

- HUGHES-WARRINGTON, M. (2007), History Goes to the Movies. Studying History on Film,, London-New York, Routledge..

- MIRZOEFF, N. An Introduction to Visual Culture, Routledge, 2008

- O'CONNOR, J. Image as Artifact: The Historical Analysis of Film and Television. Malabar,, R. E. Krieger Publishing Company., 1990

- WHITE, H. Figural Realism: Studies in the Mimesis Effect, The Johns Hopkins University Press., 1999