Introduction to communication and media studies

Academic Year: (2019 / 2020) **Review date: 01-05-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

1) Ability to recognize the importance of media theories and processes in the global world.
2) Familiarization with the most important theories of media.
3) Introduction the practical works on scriptwriting and moving image analyses.
4) Ability to work with mature and specialized bibliography.
5) Knowledge of the main strategies of essay writing.

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to Media Studies.
Introduction to communication Theories.
Introduction to Film Studies.
Introduction to Radio.
Introduction to Television Studies.
Introduction to New Media.

LEARNING ACTIVITIES AND METHODOLOGY

All sessions are divided in one LECTURE, based on a theoretical presentation, plus one SEMINAR, in which students work on their practical exercises. Students are expected to attend all sessions and participate in the debates. Deadlines for written work must be strictly met.

ASSESSMENT SYSTEM

- 60 % end-of-term-examination. You must get 50% of the maximum grade of the exam to pass the course.
- 40 % of continuous assessment (assigments, laboratory, practicals, presentation): 100

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

- Cascajosa Virino, Concepción La cultura de las series, Laertes, 2016
- Cascajosa, Concepción y Zahedi, Farshad Historia de la televisión, Tirant Lo Blanch, 2016
- John Gill Queer Noises, Minnesita University Press, 1995
- Laura Mulvey Visual and Other Pleasures, Macmilliam Press, 1989
- Robert Lapsley and Michael Westlake Film Theory: An Introduction, Manchester University Press, 2012
- Roger Hallas Reframing Bodies, Duke University Press, 2009
- Sheila Curran Bernard Documentary Storytelling, Focal Press, 2011