

Academic Year: (2020 / 2021)

Review date: 20-04-2017

Department assigned to the subject: Department of Communication and Media Studies

Coordinating teacher: ALVAREZ RODRIGUEZ, AMELIA

Type: Electives ECTS Credits : 3.0

Year : Semester :

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

1. Knowledge about children's psychological development and its relationship with the mass media culture
2. Knowledge about the reception processes of media in childhood
3. Knowledge about the special characteristics of media contents production and distribution for childhood
4. Knowledge and skills for the assesment, the creation and the planification of media contents for children

DESCRIPTION OF CONTENTS: PROGRAMME

1. Culture and education. A historical-cultural approach to child development in cultural contexts: basic principles.
2. The development of psychological functions. Cognitive processes (attention, perception, memory, intelligence, language and representation)
3. The development of psychological functions. Directive processes (motivation, emotion and moral)
4. Child's development in communication: cultural-related stages and processes.
5. The ecology of mediations for communicating: "classical" literacies (language, reading&writing, image, music and arts)
6. The ecology of mediations for communicating: actual and emergent literacies (i.e., computers, multimedia, internet)
7. The analysis of cultural diet and its impact on child¿s development and education. Media contents compared to everyday culture
8. Programming media from developmental principles: the state of the art in research
9. The case of television. Classical research-based infantile series and programs
9. New media. Internet and its contents as developmental and educational challenges
10. Programming from and for development: content proposals for childhood

LEARNING ACTIVITIES AND METHODOLOGY

1. Master classes

Theoretical knowledge on child¿s development in cultural contexts, focusing on the effects of the exposure to media
Competences 1, 2, and 3 (1 ECTS)

2. Practicals

Analysis of classical (television) contents devoted to children designed from developmental principles. Analysis of new communicative environments and contents and their impact on childhood
Competence 4 (0,5 ECTS)

3. Student assignments

Guided study of theoretical contents and teaching materials. Competences 1, 2, 3 (0,75 ECTS)
Proposal of a set of programs designed from developmental ratings. Competences 4 (0,75 ECTS)

Both points will be addressed in individualized tutorial sessions

ASSESSMENT SYSTEM

1. Mandatory exam

2. Continuous assessment:

- a) Portfolio including personal work on the practical sessions on infantile contents and contents collected by the student on the bases of developmental effectsl
- b) Written proposal of a television or other media content sketch for children (the proposal will also be

delivered in oral presentation)

Student active and sensible participation in practical and tutorial sessions will be valued in the final grade

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

- DEL RÍO, P, ÁLVAREZ, A. & DEL RÍO, M.(2004) PIGMALIÓN: Informe sobre el impacto de la televisión en la infancia, Madrid: Fundación Infancia y Aprendizaje.