New trends in media

Academic Year: (2020 / 2021) **Review date: 09-07-2020**

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

To illustrate the different themes, case studies of different audiovisual industries will be used, with emphasis on those that are introducing particularly significant elements of innovation in their synergies with different media (video games, music industry, online audio-visual creation)

LEARNING ACTIVITIES AND METHODOLOGY

1. Continuous Assessment. Based on groups:

Professor lectures and students discussion.
Mandatory readings

Documentary viewing and discussion

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.

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)

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- Belton, John ¿Digital Cinema: A False Revolution¿, October, 100, 2002, pp. 98-114.

- Bird, S. E. Are we all produsers 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