Representation and identity in the media

Academic Year: (2020 / 2021) **Review date: 28-01-2019**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GALAN FAJARDO, HELENA MARIA

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Identify the main trends in contemporary representational models in television and film.
2. Capacity and development of critical thinking when dealing with the processes of creation and analysis of the various modes of representation in audiovisual landscape.
3. Ability to distinguish and study the socio- cultural processes and their impact on the audiovisual representative procedures.

DESCRIPTION OF CONTENTS: PROGRAMME

I. Identity.

II. Representation.

III. Different identities.

IV. Case analysis

LEARNING ACTIVITIES AND METHODOLOGY

The course will consist of lectures and seminariales sessions. The first will present the student with the theoretical tools necessary to address the different issues raised ; the second will be devoted to the discussion and analysis of the various proposed audiovisual texts .
The student will be responsible for carrying out a supervised study of theoretical and practical content of each session and deliver jobs that will be in charge within the deadlines.

ASSESSMENT SYSTEM

Percentage of continuous evaluation: 100%.

Evaluation will be made based on the practical work of the students on theoretical approaches and case studies that will be presented in class.

% end-of-term-examination:	0
% of continuous assessment (assigments, laboratory, practicals…):	100

BASIC BIBLIOGRAPHY

- ANDERSON, Benedict Comunidades imaginadas. Reflexiones sobre el origen y la difusión del nacionalismo., México D.F.: Fondo de Cultura Económica. , 1993
- Ardèvol, Elisenda y Muntañola, Nora (Coords.) Representación y cultura en la sociedad contemporánea., Barcelona: UOC., 2004
- IBÁÑEZ, Juan Carlos y ANANIA, Francesca (Coords.) Memoria histórica e identidad en cine y televisión., Zamora: Comunicación Social. , 2010
- Sontag, Susan Sobre la fotografía, Barcelona: Edhasa., 1981

BASIC ELECTRONIC RESOURCES

- . Revista TELOS, n.º 91, abril-junio. Identidad Digital. : https://telos.fundaciontelefonica.com/DYC/TELOS/NMEROSANTERIORES/Nmeros80103/DYC/TELOSonline/SOBRETELOS/Nmerosanteriores/Nmero91/seccion=1282&idioma=es_ES.do

- Cáceres, M., Ruiz San Román, J. y Brändle, G. (2009). . «Comunicación interpersonal y vida cotidiana. La presentación de la identidad de los jóvenes en Internet». CIC, Cuadernos de Información y Comunicación, vol. 14, pp. 213-231. : http://revistas.ucm.es/index.php/CIYC/article/view/8070