Television news production

Academic Year: (2020 / 2021) **Review date: 10-07-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: LIMON SERRANO, NIEVES

Type: Electives ECTS Credits : 6.0

Year : Semester :

OBJECTIVES

Knowledge of overall communicative environment and socio-economic and technological factors that affect the creation, production, marketing and exhibition of audiovisual contents.
Knowledge of the general idea, method and work process of audiovisual production, applied to general information and communication, entertainment and multimedia exploitation perspective, new markets and technologies.
Knowledge of the skills and abilities of the exercise of executive producing in relation to the creation contents: talent management, organization and work planning, budget management and the marketing results.
Participation in executive production project teams - with the aim of developing, presenting and producing a TV format in a global way (depends on health situation).

DESCRIPTION OF CONTENTS: PROGRAMME

1. CURRENT PANORAMA OF THE AUDIOVISUAL PRODUCTION INDUSTRY (I): Development trends in predominant interest areas: Europe, America, Asia and the Middle East.
2. CURRENT PANORAMA OF THE AUDIOVISUAL PRODUCTION INDUSTRY (II): TV Business structures, production and broadcasting.
3. PRODUCTION SKILLS AND ABILITIES: Global model management of the ideas factory.
4. THE CONTENTS PRODUCTION IN THE TELEVISION PROGRAMMING FRAMEWORK: The audience as content market regulator.
5. MODALITIES OF PRODUCTION AND FINANCING OF AUDIOVISUAL CONTENTS: Work process.
6. DESIGN AND PRESENTATION OF TV PROJECTS: The format like reference.
7. THE PRE-PRODUCTION: The design art of the production.
8. PRODUCTION: The creative act par excellence.
9. THE POST-PRODUCTION: A strategic phase in the multiplatforms and visual arts era.
10. PROMOTIONAL AND EXPLOITATION STRATEGIES PRODUCT: Markets Knowledge and the knowledge of their strategic plan and exploitation. The brand image, management and sales promotion.
11. AUDIOVISUAL WORKS RIGHTS AV. AND INTELLECTUAL PROPERTY: the management of audiovisual works rigths as intangible assets of TV producers within the framework of the formats market.

The weekly planning will be implemented and adjusted according to the evolution of the group and the health situation.

LEARNING ACTIVITIES AND METHODOLOGY

The subject develops a theoretical and methodological knowledge about the audiovisual production. The student¿s development these objectives through the articulation of practical and theoretical sessions about the audiovisual production process (formation of professional teams, budget and others). The student´s development these tasks by the workshop formula apply to case studies, representatives of TV production (events, entertainment, fiction ...). Also, the students will know a global TV program. Before your proposals and as part of continuous assessment, attending class regularly is essential to carry out the monitoring of learning both conceptual and methodological, and practical activities. In the framework of the continuous evaluation, the regular lesson attendance to class is essential to carry out the learning conceptual and methodological monitoring and the practical activities.

ASSESSMENT SYSTEM

The 40% of the final mark will be from the correct concept assimilation evaluation and the student's ability to apply these work and concepts and methods in the practical experience. The remaining 60% of the note, will be evaluate from the domain knowledges of the students about the subject, all of this

through the practical exercises, and the production and presentation of the executive final projects .
The Spanish language mastery rules is a requirement to pass the course (language correction: punctuation, accentuation, grammatical correction and the lexical precision).

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

BASIC BIBLIOGRAPHY

- ARANA, Edorta Estrategias de programación televisiva, Síntesis, Madrid, 2011.
- BARDAJÍ, Javier y GÓMEZ, Santiago La gestión de la creatividad en televisión. El caso de Globo Media, Eunsa, Pamplona, 2004.
- BARROSO GARCIA, Jaime Realización Audiovisual, Síntesis, Madrid, 2008.
- CURY, Iván Directing and producing for television: A format approach, Focal Press, 2010.
- DOWD, NIEDERMAN, FRY, STEIFF Storytelling across worlds: Transmedia for creatives and producers, Focal Press, 2013.
- FERRERAS RODRÍGUEZ, José Gabriel Diseño y producción de programas en televisión, Diego Marín Librero , Murcia, 2011.
- FERRES MORALES, Dolores La contratación en el sector audiovisual, Octaedro, Barcelona, 2005.
- GORDILLO, Inmaculada Manual de narrativa televisiva, Síntesis, Madrid, 2009.
- KELLISON, Cathrine Producing for TV and new media. A real-world approach for producers, Focal Press, 2008.
- MARTINEZ ABADIA, José y FERNANDEZ DIAZ, Federico Manual del productor audiovisual, UOC, Barcelona, 2010.
- MARZAL FELICI, Javier, et. al Teoría y práctica de la producción audiovisual, Tiranc lo Blanch, Valencia, 2008.
- MORAN, Albert y MALBON, Justin Understanding the global TV format, Intellect , Bristol, 2006.
- SAINZ, Miguel El productor audiovisual, Síntesis, Madrid, 2002.
- SALÓ, Gloria ¿Qué es eso del formato? Como nace y se desarrolla un programa de televisión, Gedisa, Madrid, 2003.
- TOLEDANO, Gonzalo y VERDE, Nuria Cómo crear una serie de televisión, T & B Editores, Madrid, 2007.

ADDITIONAL BIBLIOGRAPHY

- AA.VV Libro Blanco del Audiovisual. Hacia una nueva política audiovisual, Écija & Asociados, Madrid, 2005.
- AA.VV Libro Blanco del Audiovisual. Cómo producir y financiar una obra audiovisual, Écija & Asociados, Madrid, 2000.
- ARIJON, Daniel Gramática del lenguaje audiovisual, ESCIVI. Andoáin , 1998.
- BUSTAMANTE, Enrique La televisión económica. Financiación, estrategias y mercados, Gedisa, Barcelona, 1999.
- CLEMENTE MEDIAVILLA, Jorge Introducción al software de gestión en la producción audiovisual, Fragua. Madrid, 2004.
- CUBELLS, Mariola ¿Quién cocina la televisión que comemos? La dieta televisiva y sus cocineros, Carroggio, Barcelona, 2006.
- ECIJA ABOGADOS Derecho del entretenimiento, Thomson & Aranzadi, 2003.
- EGEDA Panorama audiovisual , Madrid, 2012.
- EGEDA Panorama audiovisual http://www.egeda.es/documentos/PANORAMA_AUDIOVISUAL_2012.pdf, Madrid, 2012.
- ENTERTAINMENT PARTNERS Manual en castellano, Movie Magic Scheduling, Arkadin, Madrid, 2008.
- FAPAE Memoria anual 2011, Madrid, 2012.
- HALLIGAN, Fionnuala Filmcraft: Production design, Focal Press, 2012.
- HARRINGTON, Richard y WEISER, Mark Producing video podcasts. A guide for media professionals, Focal Press, 2008.
- MILLERSON, Gerald Técnicas de realización y producción en televisión, IORTV, Madrid, 2008.
- OWENS, Jim Television Sports Production, Focal Press, 2006.
- SWEETOW, Stuart Corporate video production beyond the board room, Focal Press, 2011.

- VACA BERDAYES, Ricardo El perfil de la audiencia. Cuatro y La Sexta 2005-2008, Barlovento Comunicación. Madrid, 2010.
- ZETTL, Herbert El manual de producción para vídeo y televisión, ESCIVI, Andoáin, 1998.