

Academic Year: ( 2020 / 2021 )

Review date: 11-03-2020

Department assigned to the subject:

Coordinating teacher: MELERO SALVADOR, JOSE ALEJANDRO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

1. Ability to recognize the importance of media theories and processes in the global world.
2. Familiarization with the most important theories of film and 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

1. Introduction to Media Studies. Typology of communication; The disciplines of Media Studies; Why study Media. (WEEK 1)
2. Introduction to Scriptwriting. 3-act structure; Why we write; The process of scriptwriting. Characterisation. (WEEK 2)
3. Film Aesthetics. Form vs. style. The visual attributes; Setting; The Human Figure; Lighting. (WEEK 3)
4. Television Studies. Audience reception: ratings; Television and genre. Programming: strategy, tradition; The vocabulary of Tv programming. (WEEKS 4-5)
5. Introduction to New Media. The vocabulary of New Media; New Media in our lives. Theories of manipulation. Digital culture. Symbols vs. signs. Simulacra and popular culture. (WEEKS 6-7)
6. Introduction to Radio Studies and preparation for the exam.

## ASSESSMENT SYSTEM

50% in-class work/50% final exam.

## BASIC BIBLIOGRAPHY

- Craig Batty and Sandra Crain. Media Writing. A Practical Introduction. , Palgrave Macmillan, 2010
- David Butler Kentucky, Llamentol, 2018
- HENRY KING RAMONA, LLAMENTOL, 2018
- Michael Curtiz Infierno negro, Mapetac, 2018
- Robert Lapsley & Michael Westlake . Film Theory: an Introduction. , Manchester university press., 2006