

Academic Year: (2020 / 2021)

Review date: 16-12-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

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

- Introduction to Communication, Media Theory and Visual Studies
- Introduction to Film Industry.
- Introduction to Radio.
- Introduction to Television Studies.
- Introduction to New Media and Digital Culture.

LEARNING ACTIVITIES AND METHODOLOGY

All sessions are divided in one LECTURE, based on a theoretical presentation, plus one SEMINAR, in which students work on their practical exercises. Students are expected to attend all sessions and participate in the debates. Deadlines for written work must be strictly met.

ASSESSMENT SYSTEM

For those students in the Bilingual Course, the assessment system is as follows:

- 40 % end-of-term-examination
- 60 % of continuous assessment (assignments, laboratory, practicals, presentation).

In order to pass the course, it is mandatory to complete a final exam. In this exam, a minimum score of 5 out of 10 must be obtained, as in the practical part.

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

BASIC BIBLIOGRAPHY

- CRAIG BATTY & SANDRA CRAIN Media Writing. A practical introduction, Palgrave Macmilan, 2010
- Laura Mulvey Visual and other pleasures, Macmillian Press, 1989
- Maria Pramaggiore and Tom Wallis Film: an Introduction, Laurence King Press, 2011
- RobertmLapsley & Michael Westlake Film Theory: an Introduction, Manchester university press, 2006