

Reading moving image (film and television)

Academic Year: (2020 / 2021)

Review date: 18/08/2020 14:09:57

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ARANZUBIA COB, ASIER

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Introduction to Communication and Media Studies
Image Theory

OBJECTIVES

1. Basic knowledge about the nature and operation of the moving image. Ability to understand the principles of audiovisual speech (film and television).
2. Ability to interpret and analyze the mechanisms that determine the production of meaning and the formation of a style in the moving image. Basic skills for the analysis of the formal and narrative construction of audiovisual scripts.
3. Development of a critical and creative ability regarding the visual discourse and its evolution in the context of contemporary visual culture.

DESCRIPTION OF CONTENTS: PROGRAMME

The module follows a theoretical and analytical approach to study the meaning-making process a wide range of moving images, from film, to television or music videos, amongst others. The main contents are: Differences between criticism and analysis, different methodologies in film and television analysis, short analysis of sequences and videos followed by discussions on different techniques, close analysis of individual films and TV shows in relation to different topics (from realism, to intertextuality or feminism...).

LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures
Acquisition of theoretical knowledge and case reviews. 1 ECTS. Competencies 1 and 3
2. Practical classes
Tutored practical work. Exhibition and comment. 2 ECTS. Competence 2 and 3.
3. Student work
Supervised study of theoretical and practical content and teaching materials. 1 ECTS. Competencies 1, 2 and 3.
Development of practical exercises. 2 ECTS. Competence 2 and 3.

Theory classes: individual tutorials

Practical classes: group tutorials

ASSESSMENT SYSTEM

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

Evaluation and Grading

Theoretical exam: 40% of the final grade

Class assignments: 60% of the final grade

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

Those students who take the continuous assessment will have to pass the final exam (that is, they will have to obtain at least 50% of the total score of the exam) so that they can add the mark of the practical part of the subject. In other words, in no case can the subject be passed if the final exam is failed

BASIC BIBLIOGRAPHY

- Bordwell, D. (2013) Pandora's Digital Box, Irvington Way institute Press.
- Bordwell, D., Staiger, J. & Thompson, K. The Classical Hollywood Cinema: Film Style and Mode of Production to 1960, Columbia University Press, 1988
- Bordwell, D.; Thomposon, K.; Smith, J. (2016) Film Art: An Introduction, Mc Graw Hill.
- Corrigan, T. (2009). A Short Guide to Writing about Film,, New York, Longman..
- Creeber, G. (Ed.) (2006). Tele-visions: an Introduction to Studying Television,, London, BFI..