Television Programming

Academic Year: (2020 / 2021) **Review date: 12-07-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CASCAJOSA VIRINO, CONCEPCION CARMEN

Type: Electives ECTS Credits : 3.0

Year : Semester :

OBJECTIVES

1. Knowledge of key theoretical and professional, social and cultural context of television programming, with special attention to television programming in the Spanish television model.

2. Knowledge of the main techniques and processes of television programming in general . Other models .

3. Ability to understand and critically analyze the processes in television, its evolution and current reality, in relation to the phenomenon of reception and social and cultural contexts in which it occurs.

4. Ability to program content on television.

DESCRIPTION OF CONTENTS: PROGRAMME

- Models of television programming in America, Europe and Spain.
- The study of the ratings.
- The practice of programming: programming techniques and configuration of the television programming.

LEARNING ACTIVITIES AND METHODOLOGY

1. Theoretical classes.

2. Practical classes.

3. Homework.

ASSESSMENT SYSTEM

- Practical exercises: 60%.

- Final exam: 40%. Students taking the exam because the practical grade was not enough to pass the course, must obtain at least 50% of the maximum grade to pass the course. For the students with 5 points in the practical part, the exam will be optional.

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

BASIC BIBLIOGRAPHY

- CONTRERAS, J.M. y PALACIO, M. La programación de televisión, Síntesis, 2001

- EASTMAN, S. y FERGUSON, D. Broadcast/Cable/Web Programming: Strategies and Practices, Sixth Edition., Wadsworth, 2002