

Academic Year: ( 2021 / 2022 )

Review date: 09-06-2021

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)

Image Theory  
Media Psychology

## OBJECTIVES

1. To know the fundamentals of analysis as opposed to those of criticism, as well as its conceptual instruments and its techniques for exploring the audiovisual text.
2. Ability to identify and analyze the mechanisms that determine the production of meanings and the conformation of a style in the moving image. Elementary skills for the analysis of the formal and narrative construction of audiovisual stories.
3. Development of a critical and creative capacity with respect to audiovisual discourse and its evolution in the context of contemporary audiovisual culture.
4. To outline and carry out pertinent analysis of audiovisual texts, both in written and audiovisual format.

## 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.
2. Practical classes  
Fragment analysis. Tutored practical work. Exhibition and comment.
3. Student work  
Supervised study of theoretical and practical content and teaching materials.  
Development of practical exercises.

Theory classes: individual tutorials

Practical classes: group tutorials

## ASSESSMENT SYSTEM

Evaluation and Grading

Theoretical exam: 40% of the final grade

Class assignments: 60% of the final grade

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

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

#### 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..
- Gibbs, J. y Pye, D. Style and Meaning: Studies in the detailed analysis of Film, Manchester University Press, 2005

#### ADDITIONAL BIBLIOGRAPHY

- Bordwell, D. Pandora's Digital Box, The Irvington Way Institute Press, 2012
- Darley, A. Cultura visual digital, Paidós, 2002
- Gianneti, L. Understanding Movies, Prentice Hall, 2001
- Katz, S. D. Film Directing. Shot by Shot, Michael Wiese, 2019
- Naremore, J. Acting Cinema, University of California Press, 1988