

Academic Year: ( 2022 / 2023 )

Review date: 01-07-2020

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ-RODRIGUEZ LABAYEN, MIGUEL

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## OBJECTIVES

- To possess and understand key knowledge to be able to be original in the development and application of ideas, often within a research context.
- Capacity to apply knowledge and solve problems in new environments within wider contexts (or multidisciplinary) related to the area of study..
- Capacity to express knowledge, convey reasoning and reach conclusions to specialized and non-specialized audiences in a clear, unambiguous fashion.
- Capacity to learn in order to keep studying in an autonomous fashion.
- Produce, manage and organize audiovisual productions for cinema and television.
- Evaluate and organize the economic management of productions.
- Identify the roles and human resources relations within the context of audiovisual productions.
- Define exploitation and commercialization pathways for audiovisual productions.
- Identify, select and develop proposals for film and television projects.
- Capacity to create viability studies, package creation and budgets.
- Capacity to identify funding opportunities and solve economic and financial problems for audiovisual projects.
- Create and explain audiovisual projects in pitching sessions.
- Identify and classify the appropriate technical and working crews for each phase of the project: preproduction, shooting and postproduction.
- Control the amortization processes of audiovisual productions.
- Supervise and manage the postproduction and finalization processes.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. NEW TRENDS IN SPANISH CINEMA I: FORMAL CHARACTERISTICS
2. NEW TRENDS IN SPANISH CINEMA II: POST-HUMOR AND REFLEXIVITY
3. NEW INTERNATIONAL FILM TRENDS I: INDUSTRIAL, ECONOMIC AND AESTHETIC

CHANGES.

4. NEW INTERNATIONAL FILM TRENDS II: THE DIGITAL LEAP, FROM FOUND

FOOTAGE TO VIDEO ESSAYS

5. FILM PROMOTION AND EXHIBITION: NON-COMMERCIAL CIRCUITS

6. ANALYZING TELEVISION FICTION: INDUSTRY, INSTITUTIONS AND CULTURE.

7. REPRESENTATION AS A PROBLEM: TELEVISION GENRES AND FORMATS IN THE  
CONTEXT OF META-FICTION

8. NARRATIVE AND FORMAL STRATEGIES IN CONTEMPORARY TELEVISION

**% end-of-term-examination:** 60

**% of continuous assessment (assignments, laboratory, practicals...):** 40

#### BASIC BIBLIOGRAPHY

- Casetti, Francesco. The Lumière Galaxy: Seven Key Words for the Cinema to Come. , New York: University of Columbia Press, 2015
- Frey, Mattias. Extreme Cinema. The Transgressive Rhetoric of Today's Art Film Culture. , Rutgers, NJ: Rutgers University Press, 2016
- Galt, Rosalind Pretty. Film and the Decorative Image, New York: University of Columbia Press, 2011
- Klein, Amanda Ann & Palmer, Robert, eds. Cycles, Sequels, Spin-offs, Remakes, and Reboots: Multiplicities in Film and Television., Austin. Tx: University of Texas Press, 2016