

Academic Year: (2022 / 2023)

Review date: 16-02-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ CASTRILLO, CAROLINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The subjects that are taught during the first semester of the master.

OBJECTIVES

The web offers innumerable opportunities for the production and distribution of content. The reportage and documentary find in it an ideal place to generate new creative dynamics of interrelation with the receiver. In addition, it brings to the author-screenwriter the option to become also the producer of his own projects.

In the digital age, the integration of the public in the process of creation, production and dissemination of content forces us to review the evolution of the relationship between the medium and audiences-users. By the study of the origins of this media logic the student will understand the limits and possibilities of the new interactive formulas present in our current audiovisual practices.

Likewise, the increasing presence of mobile devices requires innovative narratives and the development of a language adapted to the new socio-technological context. Based on the theoretical knowledge acquired throughout the first sessions, the student will be able to generate experimental proposals based on the production of interactive and immersive materials.

DESCRIPTION OF CONTENTS: PROGRAMME

UNIT I: Experiential storytelling and co-creation

- a.- The new media challenge
- b.- From spectator to user
- c.- Creativity and transmedia experimentation
- d.- Digital storytelling

UNIT II: The mobile as generator of interactive experiences

- a.- Clues in the production of mobile contents
- b.- Trends in audience and consumption indicators
- c.- How to understand the trends to produce mobile content
- d.- Case studies of interactive storytelling in mobile

UNIT III: Mobile storytelling in the Digital Age

- a.- Roots and evolution
- b.- Mobile and immersive journalism
- c.- Live streaming apps and App Art
- d.- Case studies

UNIT IV: Production and distribution of journalistic content through mobile phones

- a.- Mojo: mobile journalism. Devices and apps depending on the narrative strategy
- b.- Infographic and visualization of data journalism through the mobile. Challenges and successful cases
- c.- New formats and trends in video and audio for mobiles. Streaming and video platforms for mobiles
- d.- Analysis of practical cases in the journalistic field. Apps and platforms

UNIT V: Experiential strategies for mobile devices

- a.- Experiential audiovisual culture
- b.- Expanded journalism
- c.- Geolocation and Global Positioning System
- d.- VR and 360 contents

LEARNING ACTIVITIES AND METHODOLOGY

Traditional classes.
Case studies presented by their authors and project analysis.
Practical classes on project development using the method CANVAS.
Project development groups a documentary or a reportage transmedia.

ASSESSMENT SYSTEM

Continuous Assessment:
Team work (80%)
Class participation (20%)

% end-of-term-examination: 0
% of continuous assessment (assignments, laboratory, practicals...): 100

BASIC BIBLIOGRAPHY

- Elwes, C. Installation and the Moving Image., New York, London: Wallflower Press, Columbia University Press., 2015
- Fernández-Castrillo, C. ¿Prácticas transmedia en la era del prosumidor: Hacia una definición del contenido generado por el usuario (CGU)¿, CIC Cuadernos de Información y Comunicación, Vol. 19, 53- 67., 2014
- Flatlandsmo, S. y Gynnild, A. Project Siria: accuracy in immersive journalism., En Uskali, T., Gynnild, A., Jones, S. y Sirkkunen, E., Immersive Journalism as Storytelling. Ethics, Production, and Design. 60-70, 2020
- Goggin, G. y Hjorth, L. (eds.) The Routledge Companion to Mobile Media. , Nueva York y Londres: Routledge., 2014
- Hayden, M. A Guide to Open Source Intelligence (OSINT)., Tow Center for Digital Journalism at Columbia's Graduate School of Journalism., 2019
- Howe, J., Bajak, A., Kraft, D. y Wihbey, J. Collaborative, Open, Mobile: A Thematic Exploration of Best Practices at the Forefront of Digital Journalism, ., 2017
- IAB Spain Estudio anual de video online IAB 2021, ., 2021
- Jenkins, H. Convergence culture. La cultura de la convergencia de los medios de comunicación, Barcelona: Paidós., 2006
- Kelling, C., Väättäjä, H., Kauhanen O., Karhu, J., Turunen, M., Lindqvist, V. e Ikonen, P. The hierarchy of needs for user experiences in virtual reality., En Uskali, T., Gynnild, A., Jones, S. y Sirkkunen, E., Immersive Journalism as Storytelling. Ethics, Production, and Design. 123-136., 2020
- Lancaster, K. Video Journalism for the Web: A Practical Introduction to Documentary Storytelling., New York: Routledge., 2012
- León, Bienvenido Dirección de documentales para televisión: guía, producción y realización, EUNSA, 2009
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- Perreault, G. y Stanfield, K. Mobile Journalism as Lifestyle Journalism?, En Journalism Practice, 13(3), 331-348., 2019
- Ribeiro Rodrigues, L. P., Baldi, V., De Castro Oliveira Simões, G. Mobile Journalism: the emergence of a new field of Journalism., En Brazilian Journalism Research, 17(2), 280-305., 2021
- Staschen, B. y Vellinga, W. Mobile Storytelling: A journalist's guide to the smartphone galaxy., ., 2018
- Vilalta i Casas, Jaume El reportero en acción. Noticia, reportaje y documental en televisión, Publicacions i Edicions de la Universitat de Barcelona, 2007
- Vázquez-Herrero J. y López-García X. Immersive Journalism Through Mobile Devices: How Virtual Reality Apps Are Changing News Consumption., En: Rocha Á., Correia A., Adeli H., Reis L. y Costanzo S. (eds.) Recent Advances in Information Systems and Technologies. WorldCIST 2017. Advances in Intelligent Systems and Computing, vol. 571. Springer, Cham. 3-12., 2017
- Vázquez-Herrero, J., Direito-Rebollal, S. y López-García, X. Ephemeral Journalism: News Distribution Through Instagram Stories., En Social Media + Society, Oct-Dic., 1-13., 2019

ADDITIONAL BIBLIOGRAPHY

- Bogost, Ian; Ferrari, Simon; Schweizer; Bobby Newsgames: Journalism at Play, MIT Press, 2010
- Burum, I. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad., London: Taylor & Francis., 2015
- Carrera, P. Basado en hechos reales. Mitologías mediáticas e imaginario digital., Madrid: Cátedra., 2020
- Carrera, P.; Talens, J. El relato documental, Cátedra, 2018

- Farman, J. (ed.) The Mobile Story. Narrative Practices with Locative Technologies., Nueva York y Londres: Routledge., 2014
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- Nafría, I. La reinención de The New York Times: Cómo la ¿dama gris¿ del periodismo se está adaptando (con éxito) a la era móvil., Knight Foundation., 2017
- Nussbaumer Knaflic, C. Storytelling con datos. Visualización de datos para profesionales, Anaya, 2017
- Ramon, C. y Serra, M. El guion multimedia, Barcelona: UOC, 2012

BASIC ELECTRONIC RESOURCES

- Laboratorio de Innovación de RTVE . Web: [http://http://www.rtve.es/lab/ ";" type="Reference"](http://http://www.rtve.es/lab/)
- Meeker, Mary (2019) . Internet Trends 2019: <http://https://cutt.ly/MlojjAu>
- Reuters Institute (2021) . Digital News Report 2021: <http://https://cutt.ly/ylojAIW>