

Academic Year: ( 2022 / 2023 )

Review date: 25-04-2022

Department assigned to the subject: Humanities: History, Geography and Art Department

Coordinating teacher: EIROA SAN FRANCISCO, MATILDE

Type: Electives ECTS Credits : 6.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

It is not necessary to have taken any previous course

## OBJECTIVES

Introduce the student to the characteristics of communication, dissemination and dissemination, providing the theoretical and practical elements necessary to know the forms of production in media channels, informational and fiction genres, images and communication strategies related to Hispanic Cultural Heritage

Competences: 1) Systemic: aptitude to apply the knowledge to the practice, skills of investigation, skill to work of autonomous form, initiative and entrepreneurship, attainment of aims, to take part publicly with reasoned arguments. 2) Interpersonal: capacity of critique, aptitude to communicate with experts of other areas. 3) Instrumental and cognitive: capacity of organization and planning, general basic knowledge, skills of management of the information

## DESCRIPTION OF CONTENTS: PROGRAMME

Block I: Communication, Journalism and the cultural inheritance

Topic 1. Concepts and functions in the communication of cultural inheritance (1 ECTS).

- 1.1. Basic concepts: information, advertising, propaganda, communication and vulgarization.
- 1.2. Specialized Journalism
- 1.3. The role of communication in cultural inheritance.
- 1.4. The Internet and digital resources

Topic 2. Technical and processes of the cultural inheritance (1 ECTS).

- 2.1. Informative and communication techniques
- 2.2. Corporate Communication and Press Cabinets
- 2.3. Strategic communication of cultural inheritance: planning and techniques.

Topic 3.- Media as records and supports of the Hispanic cultural heritage (1 ECTS).

- 3.1. The cultural inheritance representation: historical media and digital media as a resource and an object of study.

Block II: The cultural inheritance in audio-visual media

Topic 1. Broadcasting media as a channel of cultural heritage in the Hispanic context(1 ECTS).

- 1.1. The cultural and its heritage in media communication.
- 1.2. The visual reader as cultural meaning of the past and present.

Topic 2. Diffusion of cultural heritage in the audiovisual Hispanic culture (1 ECTS).

- 2.1. Evolution of the image as support and inheritance.

Topic 3. History, memory, memories and forgetfulness in audiovisual Hispanic culture (1 ECTS).

- 2.1. Social memory, audio-visual memory, historical memory. The audiovisual frame.
- 2.2. Media and History in the identity formation

## LEARNING ACTIVITIES AND METHODOLOGY

1. Magisterial conferences, where they will present the knowledge that the students must acquire. There will be delivered to the students basic texts of reference that allow them to understand and to penetrate into the contents of the given matter.
2. Specifics readings, promoting the critical analysis of the content.
3. Oral exhibitions, where they present the results and worn out materials, with the aim to improve the learning and the acquisition of competitions in the domain of the presentation and diffusion
4. Activity with cultural institutions, according with their agenda.

Consulting Aula Global is mandatory to follow the activities

The tutoring regime is the one contemplated in the regulations of the University, with setting of schedules and diffusion in Aula Global.

## ASSESSMENT SYSTEM

Evaluation of the matter follows the process of continuous evaluation and evaluative tests or work ratio conforms to the weight of activities ECTS, allowing a flexible assessment margin teachers

- a) Attendance and active participation in classroom: 25%
- b) Essays about specific readings, presentations of tasks and practices: 25%
- c) Final Work: Preparation of an individual work focused to develop and prepare a project that may apply or develop in the future, starting from any of the topics addressed in the course. Will be assessed with the rules stated in the classes: 50%

The final punctuation will be the result of the above percentages.

In the extraordinary call the qualification will be achieved with a 100% of the works required.

<b>% end-of-term-examination:</b>	50
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<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50
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## BASIC BIBLIOGRAPHY

- CANNADINE, D. (ed.), (2007), History and the Media, New York, Palgrave-MacMillan.
- HUGHES-WARRINGTON, M. (2007), History Goes to the Movies. Studying History on Film,, London-New York, Routledge..
- Hallahan, K., D. Holtzhausen, B. van Ruler, D. Vercic, and K. Sriramesh Defining strategic communication, International Journal of Strategic Communication 1, 2007
- MIRZOEFF, N. An Introduction to Visual Culture, Routledge, 2008
- O'CONNOR, J. Image as Artifact: The Historical Analysis of Film and Television. Malabar,, R. E. Krieger Publishing Company., 1990
- WHITE, H. Figural Realism: Studies in the Mimesis Effect, The Johns Hopkins University Press., 1999