Representation and identity in the media

Academic Year: (2022 / 2023)   **Review date: 19/05/2022 17:19:41**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GALAN FAJARDO, HELENA MARIA

Type: Electives ECTS Credits : 3.0

Year :   Semester :

OBJECTIVES

LEARNING OUTCOMES
LO1. To have acquired advanced knowledge and understanding of the theoretical and practical aspects of the working methodology in the field of audiovisual communication, with a depth that reaches the forefront of knowledge.
LO3. To have the capacity to collect and interpret data and information on which to base their conclusions including, when necessary and relevant, reflection on social, cultural, scientific or ethical issues in the field of audiovisual media.
LO6. To be able to identify their own training needs in their field of study and work or professional environment and to organize their own learning with a high level of autonomy in all types of contexts (structured or not).

GENERAL COMPETENCES
GC1. To understand the phenomenon of language, and the Spanish language in particular, as a capacity that makes communication possible, and to assimilate a correct oral and written use of the Spanish language as a form of expression in the field of the audiovisual industry.

SPECIFIC COMPETENCES
SC1. To acquire analytical and critical capacity in relation to the image and the media audiovisual context, by means of the knowledge of theories, forms, processes and tendencies of media communication and the audiovisual communication.
SC5. To understand and to identify the communicative and narrative models of the audiovisual media and their relationship with society and culture, considering the fundamental rights and equality between men and women, the principles of equal opportunities, and the values of a culture of peace and social coexistence in democracy.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Identity and representation in contemporary audiovisual media.
2. The representation of collective identity.
3. The representation of subjectivity as an identity strategy.

LEARNING ACTIVITIES AND METHODOLOGY

1 and 2. Master classes and practices.
The course will consist of lectures and practical sessions. In the first ones, the theoretical tools, necessary to address the different themes and theories will be introduced, while the practical sessions will be devoted to debate, explanation of tools and discussion in the classroom on the proposed topics.

3. Student work.
The students, organized in pairs, will take a study topic included in the subject program in the form of a video essay, which will be monitored by the tutor, either in class or in personalized tutorials and it will

be presented at the end of the course. Therefore, class attendance is necessary to be able to carry out the continuous assessment work.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	0
% of continuous assessment (assigments, laboratory, practicals…):	100

Percentage weight of continuous evaluation: 100%.

Class attendance is required, as well as partial delivery of the work established for final evaluation (videoessay), which will be presented in class and handed in for evaluation.

BASIC BIBLIOGRAPHY

 - ANDERSON, Benedict Comunidades imaginadas. Reflexiones sobre el origen y la difusión del nacionalismo., México D.F.: Fondo de Cultura Económica. , 1993

 - Anderson, Benedict Imagined Communities: Reflections on the Origin and Spread of Nationalism, Verso, 2016

 - Billing, Michael Banal Nationalism, SAGE Publications, 1995

 - Kellner, Douglas Media Culture Cultural Studies, Identity, and Politics in the Contemporary Moment, Routledge, 2020

 - Lerner, Gerda The Creation of Patriarchy: The Origins of Women's Subordination. Women and History, Volume 1 (Women and History; V. 1) , Oxford Paperbacks, 1987

 - Rosset, Clement Lejos de mí. Ensayos sobre la identidad, Marbot Ediciones, 2017

ADDITIONAL BIBLIOGRAPHY

 - Byung-Chul Han The Expulsion of the Other: Society, Perception and Communication Today, Polity Press, [2017 (2018)]

 - Nicholas Carr The Shallows: What the Internet Is Doing to Our Brains (English Edition), W. W. Norton & Company, 2011