

Academic Year: (2022 / 2023)

Review date: 19-05-2022

Department assigned to the subject: Department of Communication and Media Studies

Coordinating teacher: MARTINEZ PEREZ, NATALIA

Type: Basic Core ECTS Credits : 6.0

Year : 2 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

- 1) Ability to recognize the importance of media theories and processes in the global world.
- 2) Familiarization with the most important theories of media.
- 3) Introduction the practical works on moving image analysis.
- 4) Ability to work with mature and specialized bibliography.
- 5) Knowledge of the main strategies of essay writing.
- 6) Adopt a critical approach to the selection and organization of a large body of material in order to produce, to a deadline, a written or oral argument of some complexity.

DESCRIPTION OF CONTENTS: PROGRAMME

Programme

1. Communication and mediation
2. Mediation and culture: Television
3. Mediation and Power I: modes of representation and modes of reception
4. Mediation and power II: Multiculturalism & the Media
6. Fictional storytelling: comics & superheroes
7. Mediation in the digital environment: Fan Culture and Participatory Culture

ASSESSMENT SYSTEM

Continuous assessment:

Individual Portfolio (assignments, presentations, essays...) + Final Project (in groups)

As indicated by the regulations of the continuous evaluation, if a student doesn't choose continuous assessment, must decide on doing the exam at first call or at extraordinary call (the final exam counts 100% of the score).

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

BASIC BIBLIOGRAPHY

- Bordwell, David & Thompson, Kristin Film History: An Introduction, New York: McGraw-Hill., 2003

ADDITIONAL BIBLIOGRAPHY

- Bordwell, David & Thompson, Kristin Film Art. An introduction. , New York: McGraw-Hill., 2012
- Bordwell, David & Thompson, Kristin Film History: An Introduction, New York: McGraw-Hill, 2003
- Browne, Ray B. & Browne, Pat The Guide to United States Popular Culture, Popular Press, 2001
- Cascajosa Virino, Concepción La cultura de las series, Barcelona: Laertes., 2015
- Dyer, Richard Stars, London: British Film Institute, 2008
- Elena, Alberto Los cines periféricos: África, Oriente Medio, India, Barcelona: Paidós, 1999
- Jenkins, Henry Textual Poachers: Television Fans & Participatory Culture. Studies in culture and communication, New York: Routledge, 1992
- Jenkins, Henry Fans, Bloggers, and Gamers: Exploring Participatory Culture, New York: New York University Press, 2006

- Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*, New York: New York University Press, 2006
- Mulvey, Laura *Visual Pleasure and Narrative Cinema*, Valencia: Episteme., 2006
- Shohat, Ella & Stam, Robert *Multiculturalismo, cine y medios de comunicación*, Barcelona: Paidós, 2002
- Shohat, Ella & Stam, Robert *Unthinking Eurocentrism: Multiculturalism and the Media*, Routledge, 1994