

Academic Year: (2022 / 2023)

Review date: 21-06-2022

Department assigned to the subject:

Coordinating teacher: ALVAREZ SAN ROMAN, MERCEDES

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

OBJECTIVES

1. Recognition of the importance of the media and its processes in our global society.
2. Acquaintance with media history, language, and its cultural, economic, and aesthetic dimension.
3. Introduction to practical activities related to image, discourse, and audiovisual production.
4. Ability to work with sources and specialized bibliography.
5. Development of creative and analytical skills.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to communication studies.
2. Introduction to image. A historical and theoretical approach to visual representation. Photography. Composition and mise-en-scène.
3. Introduction to written and oral communication. A historical approach to the media. Sources of information. Entertainment vs. information.
4. Introduction to moving image. A historical approach to film and television. Technology and industry. Culture and aesthetics. Film and television analysis.

LEARNING ACTIVITIES AND METHODOLOGY

- Development and presentation of a photographic project.
- Conduction of an in-depth interview.
- Analysis of an audiovisual production.

ASSESSMENT SYSTEM

- Continuous assessment activities (50%)
- Final exam (50%)

BASIC BIBLIOGRAPHY

- Batty, C.; Crain, S Media Writing. A Practical Introduction, Palgrave Macmillan, 2010
- Bordwell, D.; Thompson, K.; Smith, J Film Art: An Introduction, Mc Graw Hill., 2016
- Creeber, G. Tele-Visions: An Introduction to Studying Television, British Film Institute, 2006
- Gubern, R Del bisonte a la realidad virtual (La escena y el laberinto), Anagrama, 2006
- Nowell-Smith, G. The Oxford History of World Cinema, Oxford University Press, 1998