

## Television news production

Academic Year: ( 2023 / 2024 )

Review date: 18-07-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: SAINZ DE BARANDA ANDUJAR, CLARA

Type: Electives ECTS Credits : 6.0

Year : Semester :

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

Television Journalism

## OBJECTIVES

- Knowledge of overall communicative environment and socio-economic and technological factors that affect the creation, production, marketing and exhibition of audiovisual contents.
- Knowledge of the general idea, method and work process of audiovisual production, applied to general information and communication, entertainment and multimedia exploitation perspective, new markets and technologies.
- Knowledge of the skills and abilities of the exercise of executive producing in relation to the creation contents: talent management, organization and work planning, budget management and the marketing results.
- Participation in executive production project teams - with the aim of developing, presenting and producing a TV format in a global way (depends on health situation).

## DESCRIPTION OF CONTENTS: PROGRAMME

1. CURRENT PANORAMA OF THE AUDIOVISUAL PRODUCTION INDUSTRY (I): Development trends in predominant interest areas: Europe, America, Asia and the Middle East.
2. CURRENT PANORAMA OF THE AUDIOVISUAL PRODUCTION INDUSTRY (II): TV Business structures, production and broadcasting.
3. PRODUCTION SKILLS AND ABILITIES: Global model management of the ideas factory.
4. THE CONTENTS PRODUCTION IN THE TELEVISION PROGRAMMING FRAMEWORK: The audience as content market regulator.
5. MODALITIES OF PRODUCTION AND FINANCING OF AUDIOVISUAL CONTENTS: Work process.
6. DESIGN AND PRESENTATION OF TV PROJECTS: The format like reference.
7. THE PRE-PRODUCTION: The design art of the production.
8. PRODUCTION: The creative act par excellence.
9. THE POST-PRODUCTION: A strategic phase in the multiplatforms and visual arts era.
10. PROMOTIONAL AND EXPLOITATION STRATEGIES PRODUCT: Markets Knowledge and the knowledge of their strategic plan and exploitation. The brand image, management and sales promotion.
11. AUDIOVISUAL WORKS RIGHTS AV. AND INTELLECTUAL PROPERTY: the management of audiovisual works rights as intangible assets of TV producers within the framework of the formats market.

The weekly planning will be implemented and adjusted according to the evolution of the group and the health situation.

## LEARNING ACTIVITIES AND METHODOLOGY

The subject develops a theoretical and methodological knowledge about the audiovisual production. The student's development these objectives through the articulation of practical and theoretical sessions about the audiovisual production process (formation of professional teams, budget and others). The student's development these tasks by the workshop formula apply to case studies, representatives of TV production (events, entertainment, fiction ...). Also, the students will know a global TV program. Before your proposals and as part of continuous assessment, attending class regularly is essential to carry out the monitoring of learning both conceptual and methodological, and practical activities. In the framework of the continuous evaluation, the regular lesson attendance to class is essential to carry out the learning conceptual and methodological monitoring and the practical activities.

## ASSESSMENT SYSTEM

Final Exam: 40%

Continuous assessment: 50%

Participation in lectures: 10%

No practice will be accepted after its deadline, unless justified cause.

To pass the exam, it is necessary to get 5/10.

Theory and practices' grades will be averaged provided each party is passed separately (5/10).

Students have to master the grammar rules related to punctuation, and grammatical and lexical accuracy as a requirement in order to pass the course

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

## BASIC BIBLIOGRAPHY

- ARANA, Edorta Estrategias de programación televisiva, Síntesis, Madrid, 2011.
- BARDAJÍ, Javier y GÓMEZ, Santiago La gestión de la creatividad en televisión. El caso de Globo Media, Eunsa, Pamplona, 2004.
- BARROSO GARCIA, Jaime Realización Audiovisual, Síntesis, Madrid, 2008.
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- CURY, Iván Directing and producing for television: A format approach, Focal Press, 2010.
- DOWD, NIEDERMAN, FRY, STEIFF Storytelling across worlds: Transmedia for creatives and producers, Focal Press, 2013.
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- FERRES MORALES, Dolores La contratación en el sector audiovisual, Octaedro, Barcelona, 2005.
- GORDILLO, Inmaculada Manual de narrativa televisiva, Síntesis, Madrid, 2009.
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- MARTINEZ ABADIA, José y FERNANDEZ DIAZ, Federico Manual del productor audiovisual, UOC, Barcelona, 2010.
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- TOLEDANO, Gonzalo y VERDE, Nuria Cómo crear una serie de televisión, T & B Editores, Madrid, 2007.

## ADDITIONAL BIBLIOGRAPHY

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- ARIJON, Daniel Gramática del lenguaje audiovisual, ESCIVI. Andoáin, 1998.
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- ECIJA ABOGADOS Derecho del entretenimiento, Thomson & Aranzadi, 2003.
- EGEDA Panorama audiovisual, Madrid, 2012.
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- ENTERTAINMENT PARTNERS Manual en castellano, Movie Magic Scheduling, Arkadin, Madrid, 2008.
- FAPAE Memoria anual 2011, Madrid, 2012.

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- HARRINGTON, Richard y WEISER, Mark Producing video podcasts. A guide for media professionals, Focal Press, 2008.
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