

Academic Year: (2023 / 2024)

Review date: 04-08-2023

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CERDAN LOS ARCOS, JOSE FRANCISCO

Type: Basic Core ECTS Credits : 6.0

Year : 1 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

- 1) Ability to recognize the importance of mediascape in the global world: from social media to cinema through institutions, media facilities and agents.
- 2) Recognize the historical flow behind the contemporary mediascape.
- 3) Understand and use the most important theories of visual media and moving image analyses methods.
- 4) Develop a media critical thinking: ability to work with specialized bibliography and the main strategies of essay writing.

DESCRIPTION OF CONTENTS: PROGRAMME

- B.A. in Media Studies
- Mediascapes
- The Path of Cinema & Communication Theories
- Classic Media Industries: cinema, radio & television
- Social Media, Digital Culture & Visual Media
- Media Heritage and Archaeology

LEARNING ACTIVITIES AND METHODOLOGY

All sessions are divided in one LECTURE, based on a theoretical presentation, plus one SEMINAR, in which students work on their practical exercises. Students are expected to attend all sessions and participate in the debates. Deadlines for written work must be strictly met.

ASSESSMENT SYSTEM

- 60 % end-of-term-examination. You must get 50% of the maximum grade of the exam to pass the course.
 - 40 % continuous assessment (assignments, laboratory, practicals, presentation).
- In order to pass the course, it is mandatory to complete a final exam. In this exam, a minimum score of 5 out of 10 must be obtained.

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

BASIC BIBLIOGRAPHY

- Cascajosa Virino, Concepción La cultura de las series, Laertes, 2016
- Cascajosa, Concepción y Zahedi, Farshad Historia de la televisión, Tirant Lo Blanch, 2016
- John Gill Queer Noises, Minnesita University Press, 1995
- Laura Mulvey Visual and Other Pleasures, Macmilliam Press, 1989
- Robert Lapsley and Michael Westlake Film Theory: An Introduction, Manchester University Press, 2012
- Roger Hallas Reframing Bodies, Duke University Press, 2009

