

Academic Year: (2024 / 2025)

Review date: 26-04-2024

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ CASTRILLO, CAROLINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The subjects that are taught during the first semester of the master.

OBJECTIVES

The web offers countless opportunities for the production and distribution of content. The reportage and documentary find in it a suitable place to generate new creative dynamics of interrelation with the receiver. In addition, it offers the possibility for the author-scriptwriter himself to become a producer of his own projects.

In the digital age, the integration of the public in the very process of creation, production and dissemination of content forces us to review the evolution of the relationship between the medium and audience-users. Knowing the origins of this media logic will allow the student to understand the limits and possibilities of the new interactive formulas present in current audiovisual practices.

Likewise, the growing prominence of mobile devices poses a challenge for the formulation of innovative narratives and the development of their own language that adapts to the new socio-technological context.

From the theoretical knowledge acquired throughout the first sessions, the student will be able to generate proposals of an experimental nature in which the generation of interactive and immersive materials acquires a special role.

DESCRIPTION OF CONTENTS: PROGRAMME

UNIT I: Experimental narratives and co-creation

- a.- The challenge of new media
- b.- From the viewer to the producer
- c.- Creativity and transmedia experimentation
- d.- (Post)Digital narrative

UNIT II: Mobile communication in the post-digital era

- a.- Origins and evolution
- b.- Mojo: mobile and immersive journalism
- c.- Live streaming apps
- d.- Socio-cultural innovation from mobile devices

UNIT III: Mobile narratives in the digital age The mobile as a generator of interactive experiences

- a.- Origins and evolution
- b.- Mojo: mobile and immersive journalism
- c.- Live streaming apps
- d.- Socio-cultural innovation from mobile devices

UNIT IV: Production and distribution of journalistic content through mobile phones

- a.- Criteria for mobility design
- b.- The practice of mobile journalism: tools, sources and platforms
- c.- Genesis of a transmedia MOJO project
- d.- Content distribution and monitoring

UNIT V: Experiential and immersive strategies

- a.- Experiential audiovisual culture
- b.- Expanded journalism
- c.- Geolocation and positioning
- d.- AR, VR and 360 content

LEARNING ACTIVITIES AND METHODOLOGY

Traditional face-to-face classes.

Case studies, project analysis and debates.

Group development of an interactive experimental audiovisual project for mobile devices.

SDG: Sustainability and climate change. Assessment of innovation in educommunication and (eco)digital literacy.

ASSESSMENT SYSTEM

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

Activities & Class participation (30%)

Final project (70%)

Evaluation Criteria for the Extraordinary Exam:

"The note of the Continuous Assessment is kept"

BASIC BIBLIOGRAPHY

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- Fernández-Castrillo, C. ., García, M., & Tiburcio, E. . *The fictional and transmedia representation of the urban space in the historical thriller: La Peste* , Revista De Comunicación, 22(2), 135¿174. <https://doi.org/10.26441/RC22.2-2023-3153>, 2023

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- Flatlandsmo, S. & Gynnild, A. *Project Siria: accuracy in immersive journalism.*, En Uskali, T., Gynnild, A., Jones, S. y Sirkkunen, E., *Immersive Journalism as Storytelling. Ethics, Production, and Design.* 60-70, 2020

- García, M., & Fernández-Castrillo, C. *Narrativas interactivas y transmedialidad experiencial: resignificación del espacio ficcional aumentado en Originales Movistar+*, IC Revista Científica De Información Y Comunicación, (20), 101-122. <https://doi.org/10.12795/IC.2023.I20.04>, 2023

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- IAB Spain *Estudio anual de video online IAB 2021*, IAB, 2021
- Jenkins, H. *Convergence culture. La cultura de la convergencia de los medios de comunicación*, Barcelona: Paidós., 2006
- Kelling, C., Väättäjä, H., Kauhanen O., Karhu, J., Turunen, M., Lindqvist, V. & Ikonen, P. *The hierarchy of needs for user experiences in virtual reality.*, En Uskali, T., Gynnild, A., Jones, S. y Sirkkunen, E., *Immersive Journalism as Storytelling. Ethics, Production, and Design.* 123-136., 2020
- Lancaster, K. *Video Journalism for the Web: A Practical Introduction to Documentary Storytelling.*, New York: Routledge., 2012
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ADDITIONAL BIBLIOGRAPHY

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BASIC ELECTRONIC RESOURCES

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- Meeker, Mary (2019) . Internet Trends 2019: <http://https://cutt.ly/MlojjAu>
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