

Academic Year: ( 2024 / 2025 )

Review date: 21-03-2024

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: BECEIRO RIBELA, MARIA SAGRARIO

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

1. Knowledge audiovisual media in networks and Internet.
2. Ability to explore, interpret and analyze channels, windows, genres and related audiovisual media contents (video, film and television) on networks and Internet.
3. Ability to understand and disseminate new audiovisual media content on networks and Internet.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Legislation and regulation of audiovisual on the network.
2. Digital contents through the network. Digital platforms and television channels on the net.
3. New audiovisual formats on the net.
4. Social networks. Uses, strategies and impact of social networks.
5. Production, edition and publication of audiovisual material on the net.

## LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures
2. Workgroups
3. Students work

\*The use of AI tools is selectively allowed in this course. The professors of the course will detail throughout the term those activities or exercises that students may perform using AI tools, as well as the limits and conditions of their use in each case. The use of these tools will always be limited to the activities or tasks set by the teachers, which will be published in Aula Global.

## ASSESSMENT SYSTEM

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

Note: To pass the course the student will be required for the final examination a minimum mark of 50%.

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

## BASIC BIBLIOGRAPHY

- FLICHY, P. The Internet Imaginaire, The MIT Press, 2008

- MATTELART, A. The Information Society, Sage Publishing, 2003

- NIELSEN, J. y LORANGER, H. Prioritizing Web Usability, New Riders Press, Berkeley, 2006

- VV.AA. A Brief History of the Internet. Internet Society (ISOC)., Disponible en:  
<http://www.isoc.org/internet/history/brief.shtml>.