

Academic Year: ( 2024 / 2025 )

Review date: 25-04-2024

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GALAN FAJARDO, HELENA MARIA

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

### LEARNING OUTCOMES

LO1. To have acquired advanced knowledge and understanding of the theoretical and practical aspects of the working methodology in the field of audiovisual communication, with a depth that reaches the forefront of knowledge.

LO3. To have the capacity to collect and interpret data and information on which to base their conclusions including, when necessary and relevant, reflection on social, cultural, scientific or ethical issues in the field of audiovisual media.

LO6. To be able to identify their own training needs in their field of study and work or professional environment and to organize their own learning with a high level of autonomy in all types of contexts (structured or not).

### GENERAL COMPETENCES

GC1. To understand the phenomenon of language, and the Spanish language in particular, as a capacity that makes communication possible, and to assimilate a correct oral and written use of the Spanish language as a form of expression in the field of the audiovisual industry.

### SPECIFIC COMPETENCES

SC1. To acquire analytical and critical capacity in relation to the image and the media audiovisual context, by means of the knowledge of theories, forms, processes and tendencies of media communication and the audiovisual communication.

SC5. To understand and to identify the communicative and narrative models of the audiovisual media and their relationship with society and culture, considering the fundamental rights and equality between men and women, the principles of equal opportunities, and the values of a culture of peace and social coexistence in democracy.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. The study of identity. Explanation of the dynamics of the continuous assessment sessions and the work to be carried out, classroom analysis, recommended readings and discussion.

2. Topics around the study of identity and representations in Media.

-What is identity and what defines us?

-Identity, memory and history.

-Social categories for the study of identity.

## LEARNING ACTIVITIES AND METHODOLOGY

1 and 2. Master classes and practices.

The first sessions of the course will be lectures. They will introduce the theoretical tools to address the different topics and theories. The practical sessions will be dedicated to group work in the classroom, to the discussion and elaboration of the proposed topics through the implementation of methodologies that encourage critical and creative thinking.

### 3. Student work

Students will develop the work dynamics explained throughout the course of the subject. Class attendance is therefore compulsory in order to be able to carry out the continuous assessment work.

#### ASSESSMENT SYSTEM

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

Percentage weight of continuous evaluation: 100%.

Class attendance is required, as well as partial delivery of the work established for final evaluation.

#### BASIC BIBLIOGRAPHY

- Billing, Michael Banal Nationalism, SAGE Publications, 1995
- Hall, Stuart y Du Gay, Paul Cuestiones de identidad cultural , Amorrortu, 2011 (2ª Ed.)

#### ADDITIONAL BIBLIOGRAPHY

- Byung-Chul Han The Expulsion of the Other: Society, Perception and Communication Today, Polity Press, [2017 (2018)]
- Nicholas Carr The Shallows: What the Internet Is Doing to Our Brains (English Edition), W. W. Norton & Company, 2011

#### BASIC ELECTRONIC RESOURCES

- Galán Fajardo, Helena Y Rueda Laffond, Jose Carlos . Those wars are also my war: An approach to practices of postmemory in the contemporary Spanish comic:  
[https://www.researchgate.net/publication/303511146\\_Those\\_wars\\_are\\_also\\_my\\_war\\_An\\_approach\\_to\\_practices\\_of\\_postmemory\\_in\\_the\\_contemporary\\_Spanish\\_comic](https://www.researchgate.net/publication/303511146_Those_wars_are_also_my_war_An_approach_to_practices_of_postmemory_in_the_contemporary_Spanish_comic)