

Academic Year: (2024 / 2025)

Review date: 16-06-2024

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: GIL VÁZQUEZ, ASIER

Type: Basic Core ECTS Credits : 6.0

Year : 2 Semester : 1

Branch of knowledge: Social Sciences and Law

OBJECTIVES

- 1) Ability to recognize the importance of media theories and processes in the global world.
- 2) Familiarization with the most important theories of media.
- 3) Introduction the practical works on moving image analysis.
- 4) Ability to work with mature and specialized bibliography.
- 5) Knowledge of the main strategies of essay writing.
- 6) Adopt a critical approach to the selection and organization of a large body of material in order to produce, to a deadline, a written or oral argument of some complexity.

DESCRIPTION OF CONTENTS: PROGRAMME

Programme

UNIT 1: Introduction to Cultural Studies, Popular Culture & the Media. Mapping the main communication theories.

UNIT 2: Mediation and Power I: Gender Studies & the Media

UNIT 3: Mediation and Power II: Postcolonialism & the Media

UNIT 4: Mediation and Power III: Ecocriticism & the Media

UNIT 5: Mediation and Power IV: The Future(s) & the Media

ASSESSMENT SYSTEM

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

Continuous assessment:

Individual Portfolio (assignments, presentations, essays...) + Final Project (in groups)

As indicated by the regulations of the continuous evaluation, if a student doesn't choose continuous assessment, must decide on doing the exam at first call or at extraordinary call (the final exam counts 100% of the score).

BASIC BIBLIOGRAPHY

- Bordwell, David & Thompson, Kristin Film History: An Introduction, New York: McGraw-Hill., 2003

ADDITIONAL BIBLIOGRAPHY

- Bordwell, David & Thompson, Kristin Film Art. An introduction. , New York: McGraw-Hill., 2012

- Bordwell, David & Thompson, Kristin Film History: An Introduction, New York: McGraw-Hill, 2003
- Browne, Ray B. & Browne, Pat The Guide to United States Popular Culture, Popular Press, 2001
- Cascajosa Virino, Concepción La cultura de las series, Barcelona: Laertes., 2015
- Dyer, Richard Stars, London: British Film Institute, 2008
- Elena, Alberto Los cines periféricos: África, Oriente Medio, India, Barcelona: Paidós, 1999
- Jenkins, Henry Textual Poachers: Television Fans & Participatory Culture. Studies in culture and communication, New York: Routledge, 1992
- Jenkins, Henry Fans, Bloggers, and Gamers: Exploring Participatory Culture, New York: New York University Press, 2006
- Jenkins, Henry (2006). Convergence Culture: Where Old and New Media Collide, New York: New York University Press, 2006
- Mulvey, Laura Visual Pleasure and Narrative Cinema, Valencia: Episteme., 2006
- Shohat, Ella & Stam, Robert Multiculturalismo, cine y medios de comunicación, Barcelona: Paidós, 2002
- Shohat, Ella & Stam, Robert Unthinking Eurocentrism: Multiculturalism and the Media, Routledge, 1994