



<b>COURSE: NEW TRENDS IN MEDIA</b>		
<b>DEGREE: COMUNICACIÓN AUDIOVISUAL</b>	<b>YEAR: 2014/2015</b>	<b>TERM: 1st</b>

<b>WEEKLY PLANNING</b>					
W EE	SESSION	DESCRIPTION	WEEKLY PROGRAMMING FOR STUDENT		
			DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	Introduction	Mapping new trends in media Evaluation Organizing groups Viewing: Side by side (part 1)	2	7
2	2	New trends and aesthetics: digital film, radio & TV	Group presentation & discussion Reading: Daly, K. (2009) New mode of cinema: how digital technologies are changing aesthetics and style. Viewing: Side by side (part 2)	2	7
3	3	Convergence culture	Group presentation & discussion Reading: Jenkins, H. (2004). The cultural logic of media convergence. <i>International journal of cultural studies</i> , 7(1), 33-43.rad	2	7
4	4	Political economy of digital media	Group presentation & discussion Reading: 1. Hesmondhalgh (2013) Digitalisation and the Internet	2	7

			2. Wasko & Erickson (2010) The political economy of You Tube		
5	5	Measuring audiences & big data	Group presentation & discussion Readings: 1. IPA (2013) The big opportunity: audience research meets big data 2. Boyd & Crawford (2011) Six provocations for big data	2	7
6	6	Participatory culture: from prosumers to activism	Group presentation & discussion Readings: 1. Bruns, A. (2006) Towards produsage 2. Bird, S.E. (2011) Are we all producers now?	2	7
7	7	New trends: critical focus	Group presentation & discussion Reading: Jakobsson & Fredrik Stiernstedt (2010) Pirates of Silicon Valley. State of exception and dispossession in Web 2.0  Individual: 500 words abstract. Research Essay	2	7

**Subtotal 1**

**14**

**49**

**Total 1** (Hours of class plus student homework hours between weeks 1-7)

**63**

8		Tutorials, handing in, etc					
9		Assessment				Individual research essay (2000-2500 words). Case of study based on previous working group	<b>12</b>
10							
11							

**Subtotal 2**

**Total 2** (Hours of class plus student homework hours between weeks 8-11)

<b>TOTAL</b> (Total 1 + Total 2)							<b>75</b>
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