



COURSE: NEW TRENDS IN MEDIA		
DEGREE: COMUNICACIÓN AUDIOVISUAL	YEAR: 2019/2020	TERM: 1st

WEEKLY PROGRAMMING					
DAY	SESSION	DESCRIPTION	WEEKLY PROGRAMMING FOR STUDENT		
			DESCRIPTION	CLASS HOURS	HOMEWORK HOURS
5/9	1	Introduction	Course Introduction Mapping new trends in media	1,5	3,5
12/9	2	Research New Trends	Reading: Srnicek (2017) The Challenges of Platform Capitalism Hesmondhalgh (2013) Digitalisation and the Internet	1,5	3,5
19/9	3	New trends and aesthetics: digital film & TV, audio & on-line video, music	Reading: Daly, K. (2009) New mode of cinema: how digital technologies are changing aesthetics and style.	1,5	3,5
26/9	4	Big Data and Audiovisual Industries	Readings: 1. Tryon, C (2015) TV Got Better: Netflix's Original Programming Strategies and the On-Demand Television Transition. 2. Arsenault, A. (2017) The datafication of media: Big Data and the Media Industries	1,5	3,5

3/10	5	Video Games: from Pong to ESports	Reading: Kerr, A. (2006) The Business of Making Digital Games	1,5	3,5
10/10	6	Fake news and filter bubbles	Viewing (Documentary) Hypernormalisation Reading: The Filter Bubble	1,5	3,5
17/10	7	Pre-production, record & edition of podcast	In Radio Lab	1,5	3,5
24/10	8	Pre-production, record & edition of podcast	In Radio Lab	1,5	3,5
31/10	9	Pre-production, record & edition of podcast	In Radio Lab	1,5	3,5
7/11	10	Pre-production, record & edition of podcast	In Radio Lab	1,5	3,5
14/11	11	Pre-production, record & edition of podcast	In Radio Lab	1,5	3,5
21/11	12	Group presentations of podcast		1,5	3,5
28/11	13	Group presentations of podcast		1,5	3,5
5/12	14	Group presentations of podcast Conclusions	Conclusions and course review	1,5	3,5
Subtotal 1				21	49

TOTAL					70
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