

New Trends in Media –2020/2021

<b>COURSE: New Trends in Media</b>		
<b>DEGREE: COMUNICACIÓN AUDIOVISUAL</b>	<b>Year:2020/2021</b>	<b>TERM: 1st</b>

<b>WEEKLY PROGRAMMING</b>						
Week	Session	Description	Room	WEEKLY PROGRAMMING FOR STUDENT		
				DESCRIPCIÓN	CLASS HOURS	HOMEWORK HOURS
1	1	Introduction	REMOTE (BLACKBOARD COLLABORATE)	Course Introduction Mapping new trends in media COVID impact on the media and cultural industries	1:30	3:30
2	2	Designing a podcast.	In Radio Lab	Listen podcast. DIY Production Tools.	1:30	3:30
3	3	Research New Trends	REMOTE (BLACKBOARD COLLABORATE)	Reading: Srnicek (2017) The Challenges of Platform Capitalism Hesmondhalgh (2013) Digitalisation and the Internet	1:30	3:30

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4	4	Pre-production, record & edition of podcast	In Radio Lab	Designing the podcast series	1:30	3:30
5	5	Big Data and Audiovisual Industries	REMOTE (BLACKBOARD COLLABORATE)	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	1:30	3:30
6	6	Pre-production, record & edition of podcast	In Radio Lab	Essay proposal (500 words)	1:30	3:30
7	7	Video Games: from Pong to ESports	REMOTE (BLACKBOARD COLLABORATE)	Reading: Kerr, A. (2006) The Business of Making Digital Games	1:30	3:30
8	8	Pre-production, record & edition of podcast	In Radio Lab		1:30	3:30
9	9	Abstract general reviews. Researching New Trends (II)	REMOTE (BLACKBOARD COLLABORATE)		1:30	3:30
10	10	Pre-production, record & edition of podcast	In Radio Lab		1:30	3:30

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11	11	Fake news and filter bubbles	REMOTE (BLACKBOARD COLLABORATE)	Viewing (Documentary) Hypernormalisation Reading: The Filter Bubble	1:30	3:30
12	12	Group presentations of podcast	Room		1:30	3:30
13	13	New trends and aesthetics: digital film & TV, audio & on-line video, music	REMOTE (BLACKBOARD COLLABORATE)	Reading: Daly, K. (2009) New mode of cinema: how digital technologies are changing aesthetics and style.	1:30	3:30
14	14	Group presentations of podcast	Room		1:30	3:30