



COURSE: COMUNICACIÓN (ENGLISH)		Prof: Alejandro Melero
GRADO: INTERNATIONAL FOUNDATION PROGRAM	YEAR: 1	SEMESTER: 2

PLANIFICACIÓN SEMANAL DE LA ASIGNATURA								
WEEK	SESSION	TITLE	GROUP (marcar X)		Room (to be confirmed)	DESCRIPTION		
			GRANDE	PEQUEÑO		IN-CLASS WORK	IN-CLASS TIME	WORKLOAD
1	1	Introduction to Media Studies	X			Typology of communication; The disciplines of Media Studies; Why study Media.	1,5	
1	2			X		Reception class.	1,5	
2	3	Introduction to Scriptwriting	X			3-structure; Why we write; The process of scriptwriting.	1,5	
2	4			X		Required Reading I: 'Story seminar', Robert MacKee.	1,5	
3	5	Introduction to Film Aesthetics	X			Form vs. style; Aesthetics and meaning; The morals of aesthetics.	1,5	
3	6			X		In-class work: Aesthetics and advertisement.	1,5	
4	17	Introduction to Television Studies	X			Audience reception: ratings; Television and genre.	1,5	

4	8			X		Homework: Presentation	1,5	
5	9	Introduction to Television Studies (II): Tv Programming	X			Programming: strategy, tradition; The vocabulary of Tv programming.	1,5	
5	10			X		Homework: Presentation	1,5	
6	11	Introduction to New Media	X			The vocabulary of New Media; New Media in our lives.	1,5	
6	12			X		Required Reading IV: 'The technological shaping of everyday life', en <i>New Media: a Critical Introduction</i> , Martin Listerm	1,5	
7	13	Introduction to Radio	X			The languages or radio; Radio and New Media	1,5	
7	14			X		Preparation for the exam.	1,5	