

History of Radio and Television

Code: 103052
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

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Objectives and Contextualisation

The main goal of this class is to analyze the evolution of radio and television from its origins, taking into account technological, aesthetic, institutional and social aspects.

The specific objectives are the following:

- To know the background of radio and television
- To identify technological development in relation to radio and television
- To study the social and political role of radio and television
- To approach the radio and television programming models
- To understand the importance of genres and programming in the evolution of the content of radio and television
- To Contextualize the role of radio and television from different factors such as technology, social, political and economic.
- To identify the models of radio and television in the analogue era and the digital era
- To Reflect on the informative and entertainment functions of the media at different times

Competences

- Contextualise audiovisual media and its aesthetics from a historic perspective.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.

- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Be familiar with the historic development of audiovisual media.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Demonstrate ethical awareness as well as empathy with the entourage.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
7. Identify interactions between history, aesthetics and audiovisual communication.
8. Identify phenomena and consider theoretical problems regarding audiovisual communication.
9. Manage time effectively.
10. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
11. Rigorously apply scientific thinking.

Content

1. Historiographic models of analysis of radio and television
2. Birth of electronic media: technology, society, transformation in the media, stories.
3. United States: study of the hegemonic model
4. The European model. Public monopolies
5. The Spanish and Catalan case
6. The radio and television in the digital environment

Methodology

The sessions of this class includes:

- a. Theoretical sessions where the necessary knowledge for the achievement of the competences is imparted, as well as the listening and the viewing of those radio and television contents that help us to understand the evolution of the stories.
- b. Seminar sessions where students should present the main results of their historical analysis project.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	11, 10, 1, 3, 4, 5, 2, 6, 9, 7

Theoric Sessions	38	1.52	11, 10, 1, 3, 4, 5, 2, 6, 9, 7
Type: Supervised			
Supervised	8	0.32	11, 3, 4, 5, 2, 6
Type: Autonomous			
Autonomous work	82.5	3.3	11, 10, 1, 3, 4, 5, 2, 6, 9, 7

Assessment

The subject consists of the following evaluation activities:

- Historiographic project in group (presentation), 25% on the final grade
- Historiographic project in group (written paper), 25 % on the final grade
- Theoric test, 50% on the final grade

To be able to pass the subject, it is necessary to pass all the evaluation activities.

The students will be entitled to the reevaluation of the subject if the previous grade of the theoric test has been a minimum of 3 points.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Presentation	25 %	1	0.04	10, 3, 4, 9
Theoric Test	50 %	3	0.12	11, 1, 5, 2, 6, 9, 8, 7
Written project	25 %	2.5	0.1	11, 10, 1, 3, 4, 5, 2, 6, 9, 7

Bibliography

A basic bibliography is presented below, but during the course complementary references will be given by subjects.

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