

Radio and Television Programming

Code: 103070
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	3	2

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

To study this subject requires a good understanding of spanish

Objectives and Contextualisation

This subject is included in one of the twenty subjects of the Audiovisual Communication degree called Gèneres Audiovisuals. This subject integrates a compulsory subject Teoria dels Gèneres Audiovisuals and in addition to this, six electives: Gèneres televisius, Gèneres cinematogràfics, Gèneres interactiu i Gèneres publicitaris.

The general objective of the subject is the theoretical and practical knowledge of the audiovisual programming models in the main media and dissemination platforms.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- 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.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage the different forms of audiovisual programming according to various audiovisual genres.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Apply theories learned to the analysis of the media reality and the development of audiovisual products.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Develop autonomous learning strategies.
5. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
6. Disseminate the areas knowledge and innovations.
7. Generate innovative and competitive ideas in research and professional practice.
8. Innovate by means of production and audiovisual programming.
9. Manage and organise audiovisual products that play a role in programming.
10. Manage time effectively.
11. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
12. Respect the diversity and plurality of ideas, people and situations.
13. Use ones imagination with flexibility, originality and ease.
14. Value diversity and multiculturalism as a foundation for teamwork.

Content

The subject is articulated around the following major basic topics:

1. Productive context of audiovisual programming

The internal logic of the radiotelevisive device. The radio and television industry: global characteristics. The internal and external logic of the radiotelevisive device.

2. The activity of programming

The concept of programming: basic aspects. The department of programs in audiovisual media: functions and professional profiles.

3. Generalist programming models

Distinctive features of radio and television. The structural variants. The different submodels in each case.

4. Specialized programming models.

Basic concepts. Theming of the contents and segmentation of the hearings in the case of radio and television. Closed and open formats. The "bouquets" of programming like "metaparrillas". Future trends.

5. Programming strategies

Methodology

The methodology of this subject includes theoretical classes in the classroom, analysis exercises and debates based on concrete experiences of monitoring the offer of conventional radio and television as well as platforms.

The fundamental methodological procedures are therefore: the master classes that give the fundamentals of the subject, the analysis of cases and the resolution of concrete programming problems.

A special emphasis is placed on the possibility for students to directly experience the operation of the operational logics from which the radio and television programming work.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Seminars	15	0.6	13, 1, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Theoretical classes	37.5	1.5	13, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Type: Supervised			
Tutorials	7.5	0.3	13, 1, 2, 5, 6, 7, 10, 12, 14
Type: Autonomous			
Autonomous study	40	1.6	13, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Realization of work	42.5	1.7	13, 1, 11, 3, 4, 2, 5, 6, 7, 10, 8, 12, 14

Assessment

The evaluation will be based on:

- Individual practices carried out in class based on the Problems of Programming that the student has to solve (40% of the note).
- Participation and oral defense in seminars (20% of the note).
- Theoretical exam (40% of the note).

There will be a reassessment in these cases:

- Recover continuous suspended practical evaluations.
- Recover the theoretical evaluation as long as minimum score of 3 out 10 has been obtained.
- Upload the grade obtained into the continuous evaluation.

The exact criteria will be specified at the beginning of the course and will be made public in Moodle.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	3	0.12	13, 1, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Seminars	20%	1.5	0.06	13, 1, 11, 3, 2, 5, 6, 7, 10, 9, 8, 12, 14
Work in group	40%	3	0.12	13, 1, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14

Bibliography

- CONTRERAS, J.M. , PALACIOS, M. (2000) "La programación en televisión" Madrid: Síntesis.
- CORTÉS, J.A. (1999) "La estrategia de la seducción". Pamplona: Eunsa.
- MARTÍ, J.M. "De la idea a l'antena" (2000) Barcelona: Pòrtic. Eines de periodista.
- MARTÍNEZ-COSTA, M.P., MORENO, E. (2004) "Programación radiofónica. Arte y técnica del diálogo entre la radio y su audiencia". Barcelona: Ariel.
- TOLEDO, S. (2012) "Cómo crear un programa de TV" Barcelona. Laertes.
- VACA BERDAYES, R. (2004) "El ojo digital. Audiencias 1". Madrid: Fundación Ex-libris.
- VILLAGRASA, José Maria (2011) "¡Atrápalos como puedas! La competencia televisiva: programación y géneros. Valencia: Tirant lo Blanc.