

Television Genres

Code: 103071
ECTS Credits: 6

| Degree | Type | Year | Semester |
|-----------------------------------|------|------|----------|
| 2501928 Audiovisual Communication | OT | 3 | 0 |

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

Teachers

Xavier Morral Pucurull

Prerequisites

It would be interesting if the students had taken a script course.

Objectives and Contextualisation

This subject is structured around three axes:

1. Theory
2. Analysis
3. Production

The main objectives are the knowledge of the different theoretical approaches to the study of television genres, the knowledge of the expressive and narrative conventions of the different television genres (with the exception of information and fiction) and the introduction to the design, ideation, production and realization of television formats.

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. Implement presentation, discursive and argumentative techniques to adapt them to audiovisual genres.
9. Innovate by means of production and audiovisual programming.
10. Manage time effectively.
11. Promote innovations in product building.
12. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
13. Respect the diversity and plurality of ideas, people and situations.
14. Use ones imagination with flexibility, originality and ease.
15. Value diversity and multiculturalism as a foundation for teamwork.

Content

1. Television genres: theoretical approach.
2. Ideation, production and realization of television genres.
3. Typology of genres and their expressive and communicative keys (non-fiction formats).

Methodology

1. Theoretical sessions and seminars, where the fundamental keys for the acquisition of the competences associated with the subject will be given, as well as the analytical viewing of products.
2. Practical sessions and seminars, where students must plan, discuss critically and execute a television product.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|------------------|-------|------|-----------------------|
| Type: Directed | | | |
| Laboratory | 22.5 | 0.9 | 1, 12, 5, 11, 15 |
| Seminars | 15 | 0.6 | 14, 12, 2, 8 |
| Theoric Sessions | 15 | 0.6 | 14, 1, 12, 2, 5, 6, 7 |
| Type: Supervised | | | |

| | | | |
|---|-----|------|---------------------------------|
| Supervision | 7.5 | 0.3 | 14, 3, 2, 10, 15 |
| Type: Autonomous | | | |
| Reading of academic papers, preparing and planning the project. | 83 | 3.32 | 14, 1, 3, 4, 2, 5, 10, 8, 9, 11 |

Assessment

The subject consists of the following evaluation activities:

1. Design of a television format and the production of the teaser, 50% on the final grade
2. Participation and attendance, 10 % on the final grade
3. Pitching, 40% on the final grade

The students will be entitled to the reevaluation of the activity number 1.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|--|-----------|-------|------|-----------------------------------|
| Ideation of a television format and the production of the teaser | 50 % | 1 | 0.04 | 14, 1, 3, 4, 7, 10, 9, 11, 13, 15 |
| Participation and attendance | 10% | 3 | 0.12 | 1, 12, 3, 4, 2, 5, 6, 8 |
| Pitching | 40% | 3 | 0.12 | 14, 12, 3, 2, 5, 10, 8, 13 |

Bibliography

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- EDGERTON, G.R. and ROSE, B.G. (eds) (2005), *Thinking outside the box: a contemporary television genre reader*, Lexington: University Press of Kentucky
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- KAMINSKY, Stuart M. and MAHAN, Jeffrey H. (1988) *American television genres*, Chicago: Nelson-Hall.
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- O'DONNELL, Victoria (2007), *Television Criticism*, Thousand Oaks, Calif.: Sage.