

Communication Written and Audiovisual Languages

Code: 103842
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	1	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

Teachers

María Gutiérrez García
Angel Custodio Gomez

Prerequisites

Classes will be taught in Catalan, in some cases with visual support in Spanish.

Objectives and Contextualisation

As defined in the syllabus, the course provides basic knowledge about study of the languages of social communication, aimed at training in the use of different written, sound and visual elements.

Main objectives are:

- To deepen the knowledge on theoretical concepts about written and audio-visual communicative languages
- To analyse audio-visual products
- To apply the theoretical and technical concepts

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.
- Manage time effectively.
- Master the technologies and languages characteristic of audiovisual communication, and those associated with discourse building.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

Learning Outcomes

1. Apply the principles and techniques of discourse building.
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. Identify the fundamental principles of audiovisual languages.
7. Identify the fundamental principles of audiovisual technology.
8. Manage time effectively.
9. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

Content

1. Basics of audio-visual languages
2. Creation of the audio (visual) space. The soundscape
3. Creation of the visual (audio) space.
4. Lighting
5. Composition of the image
6. Fundamentals of sound discourse
7. Fundamentals of audio-visual discourse
8. Expressive elements of the speech
9. Audio-visual speech construction
10. Realization of audio-visual products

The detailed calendar with the content of the different sessions will be explained on the first day of class and will be provided through the Virtual Campus. In the Virtual Campus of the subject, students can also access the detailed description of the exercises, various teaching materials and any information necessary for the proper monitoring of the course.

The content of the course will be sensitive to aspects related to the gender perspective.

Methodology

The acquisition of knowledge and skills by students will be carried out through different methodological procedures than includes master classes in the classroom, analysis exercises, debate and reflection from viewings and reading material in the spaces of the classroom and seminars.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes with ICT support	33	1.32	1, 2, 5, 7, 6

Seminars	18	0.72	1, 9, 3, 4, 2, 5, 8, 7, 6
Type: Supervised			
Follow-up tutorials	10.5	0.42	1, 3, 2, 5, 7, 6
Type: Autonomous			
Reading, analysis and synthesis of texts and documents	30	1.2	1, 9, 3, 4, 2, 5, 8, 7, 6
Realisation of commissioned works	21	0.84	1, 9, 3, 4, 2, 5, 8, 7, 6
Study: Elaboration of schemes, conceptual maps and summaries	30	1.2	1, 9, 3, 4, 2, 5, 8, 7, 6

Assessment

The competences of this subject will be evaluated through different procedures:

- Theoretical exam (50%)
- Exercises commissioned in the seminars (40%)
- Participation and attendance (10%)

Misspellings and grammatical errors will be penalized with -0.5 points each.

It is not possible to use the mean when the note of theory or seminars the note of seminars is less than 3,5.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

Only the theory is recoverable. Students with a final note between 3,5 and 4,9 have the right to revaluation. The note obtained in the revaluation will be the final note of this part. Seminars are excluded from the revaluation process.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Excercises commissioned in the seminaris	40%	4	0.16	1, 9, 3, 4, 2, 5, 8, 7, 6
Participation and attendance	10%	1.5	0.06	1, 3, 2, 5, 7, 6
Theoretical exam	50%	2	0.08	1, 3, 4, 2, 5, 7, 6

Bibliography

MANDATORY

Gutiérrez, María; Perona, Juan José (2002): Teoría y técnica del lenguaje radiofónico. Ed. Bosch, Barcelona. (Obra completa)

Millerson, Gerard. (2009): Realización y producción en televisión. Ed. Omega, Barcelona. (Capítulos 5, 6, 7, 17 i 18)

BASIC

Barroso, Jaime (2008): Realización audiovisual, Ed. Síntesis, Madrid.

Blanch, Margarita; Lázaro, Patricia (2010): Aula de locución. Ed. Cátedra, Madrid.

Breil, Xavier; Roger, Dídac (2013): Dona'm la teva mirada: fonaments del llenguatge audiovisual [vídeo]. Aula Mèdia: Objectiu Comunicació, Barcelona.

Castillo, José María (2016): Televisión, realización y lenguaje audiovisual. Instituto RTVE, Madrid.

Fernández Díez, Federico; Martínez, José (1999): Manual básico de lenguaje y narrativa audiovisual. Paidós, Barcelona.

Morales Morante, Fernando (2013): Montaje audiovisual. Teoría, técnica y métodos de control. Ed. UOC, Barcelona.

COMPLEMENTARY

Comas Arnal, Eva (2009): La ràdio en essència. Els sons de la realitat a la ràdio informativa. Trípod, Barcelona

Huertas, Amparo; Perona, Juan José (1999): Redacción y locución en medios audiovisuales: la radio. Ed. Bosch, Barcelona.

Rodero, Emma; Soengas, Xosé (2010): Ficción radiofónica: como contar una historia en la radio. IORTV, Madrid