Industries, Contents, and Reception

Code: 42435
ECTS Credits: 9

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OB	0	1

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Prerequisites

None.

Use of Languages

Principal working language: spanish (spa)

Objectives and Contextualisation

This module aims to lay the research foundations about the different aspects associated with the contents in the digital era, the industries that create them and the audiences that consume them. This transversal knowledge acts as a basis for the focus placed on the different aspects that are deepened in the optional modules.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Continue the learning process, to a large extent autonomously.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Demonstrate an attitude awake, innovative and analytical in relation to the research questions
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Continue the learning process, to a large extent autonomously
2. Demonstrate an attitude awake, innovative and analytical in relation to the research questions
3. Describe the main authors and their theories on the cultural industries and communication policies
4. Discuss and propose original theoretical models to analyse content, policies, reception and industries in the audiovisual and advertising sector
5. Identify and evaluate the main currents of thought in studies on the different cultural industries.
6. Identify the authors and their contributions regarding the reception of audiovisual and advertising messages.

7. Identify the main epistemological concepts and approaches regarding cultural industries, communication policies, technological innovation and transformation and content.
8. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
9. Interpret authors, theories and concepts related to the reception of audiovisual and advertising messages.
10. Interpret the most important authors and their contributions regarding technological innovation and transformation in audiovisual and advertising content.
11. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
12. Propose models of theoretical analysis in the audiovisuals field in order to study particular cases.
13. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.

Content

- The evolution of the cultural industries in the convergence's context

    The Mass Media and their adaptation to the new scenario
    The historical keys to understand the process
    The emergence of new actors
    The innovation as a change factor

- Creative industries, agents and strategies

    Mono-media content production VS cross-media production
    Contents and narratives of transmedia fiction
    Informative multiplatform content
    Empathies with the audiences and participative strategies
    Analysis of cases

- Analysis of the industry and the content production

    The main schools of thought
    Studies conducted from the gender perspective
    Approaches in the study of audiences
    Conceptual and analytic tools

Methodology

The curriculum of this module (9 ECTS credits) attaches a total of 225 hours of work for the students distributed in the following way: 113 autonomous hours, 56 directed hours and 56 supervised hours. The teaching methodologies include lectures, master classes, study of cases, seminars, readings of bibliographical material, personal study, tutorships, fulfilment and oral and written presentation of papers.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Analysis of cases	20	0.8	4, 2, 3, 6, 7, 5, 10, 9, 11, 12, 8, 1
Theoretical classes	45	1.8	4, 2, 6, 5, 10, 11, 8, 1
Type: Supervised			

Seminars	11	0.44	2, 11, 12, 8, 13, 1	
Text readings	30	1.2	4, 2, 3, 7, 5, 10, 12	
Type: Autonomous				
Student's study + Papers' fulfilment	113	4.52	4, 2, 6, 7, 5, 11, 12, 8, 13, 1	

Assessment

The evaluation system corresponds with an 80% to the fulfilment of a final paper of the module, with a 10% to the oral presentation of that paper and with a 10% to the assistance and active participation of the students in class.

The students will undertake a first approach to the object of study in the audio-visual communication field, that shall be publicly presented in the intended sessions and the final delivery of the pre-project shall be December 9th. The topic for the paper is open within the module's themes. This exercise will be jointly conducted with the Module 1 and the part that will be evaluated in the Module 2 shall be the contributions made in the background's chapter (authors, theories, issues and limitations of the research).

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Fulfilment of the research pre-project	80%	0	0	4, 2, 3, 6, 7, 5, 10, 9, 11, 12, 8, 13, 1
Oral presentation of the pre-project + participation in the seminars	10%	4	0.16	4, 2, 11, 12, 8, 13, 1
Participation in the seminars	10%	2	0.08	4, 2, 3, 10, 11, 8, 13, 1

Bibliography

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- Deuze, M. (2007). Convergence culture in the creative industries. International Journal of Cultural Studies, 10(2), 243- 263.
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Documents:

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