Theory and History of Interactive Communication

Code: 103046
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: Yes

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The main objectives of this subject are to learn:

- The theoretical and practical principles associated with interactivity.
- The historical evolution of interactive communication and its applications.
- The foundation of the architecture and organization of interactive systems based on their conceptual and technological evolution.
- The incidence of interactivity in different cultural industries.
- To learn the language, the interactive logics and the arguments of the communication in network.
- Analyze paradigmatic interactive communication applications and experiences in their historical and social context.

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

Content

Theory, history, trends and future of interactive communication:

- Theory and concept of interactivity
- Interactive narratives
- From linear television to interactive television
- Interactivity modes
- Proximity communication
- Citizen interactivity with the media
- Interactive audiovisual trends

Methodology

Classes will be held to present contents and seminars with specific cases and practical projects. The students will work on the analysis and design of interactive audiovisual creations.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	37.5	1.5	13, 12, 4, 5, 6, 3, 7, 8, 11, 9
Seminars	15	0.6	13, 12, 4, 5, 6, 3, 7, 8, 11, 10, 9
Type: Supervised			

Tutorials	7.5	0.3	13, 12, 4, 5, 6, 3, 7, 8, 11, 9
Type: Autonomous			
Personal study, reading of texts and preparation of works	82.5	3.3	13, 12, 4, 5, 6, 3, 7, 11, 10, 9

Assessment

The teaching methodology and the proposed evaluation may undergo some modification depending on the restrictions on attendance that the health authorities impose.

The evaluation consists of:

- Exam (40%)
- Seminars (20%)
- Work (40%)

It is mandatory to pass the exam and practical work to pass the course.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading. To have access to revaluation, the previous grades should be 3.5. The activities that are excluded from the revaluation process are seminars.

Misspellings will be penalized with -0.5 points each.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

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

Bibliography

Baranyi, Péter & Csapó, Adám (2012). Definition and Synergies of Cognitive Infocommunications. Acta Polytechnica Hungarica 9 (1):67-83.

Cordray, Charles, Walker, Todd A., Armaly, Samir B. (2019). Systems and methods for episode tracking in an interactive media environment. US2019/0158914. [Patent Application date: May 23, 2019].

Oh, Jeeyun, Bellur, Saraswathi, Sundar, S. Shyam (2015). Clicking, Assessing, Immersing, and Sharing: An Empirical Model of User Engagement with Interactive Media. Communication Research, 45(5): 737-763.

Varona, David. (2014). El Botón Rojo de RTVE: Una experiencia de implantación de HbbTV en España. Doxa Comunicación, 19: 155-176.

* Throughout the course other complementary resources will be given.