Theory of Audiovisual Genres

2020/2021

Code: 103069
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	2

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.

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

Francisco Escribano Royo

Prerequisites

A good reading comprehension of English

Objectives and Contextualisation

This course is included in the subject of the degree History and Esthetics of Audio-visual Communication. This subject is formed by the following subjects of 6 ETCS credits each:

-Radio and television programming

-Television Genres

-Advertising Genres

-Film Genres

-Interactive Genres

Objectives

-Understand the concept of an audiovisual genre.

-Identify the main audiovisual genres.

-Analyze the relationship between genres, format and program.

-Describe and analyze the international audiovisual trends on genres and 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. Genres in the audiovisual context
1.1. Definitions and functions of genres
1.2. Classification of audiovisual genres
1.3. Productive routines and genres
2. Genders, formats and programming
2.1. The genres and the audiovisual industry
2.2. Genders and formats
2.3. The role of audiences
2.4. Social networks and audiovisual genres
3. Film genres
4. Radio genres
5. Television genres
6. Advertising genres
7. Trends in audiovisual genres: consolidations and survival of genres.

Methodology

The acquisition of knowledge by students will be carried out through different methodological procedures that include master classes in the classroom, exercises and debate from viewings and reading material.

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			
Practical	22	0.88	12, 7, 8, 9, 11
Seminars	15	0.6	1, 12, 2, 7, 8, 13
Theoretical classes	15	0.6	1, 2, 5, 6, 9
Type: Supervised			
Tutorials	10.5	0.42	14, 3, 4, 2
Type: Autonomous			
Autonomous work	82.5	3.3	14, 12, 3, 2, 10, 8, 13

Assessment

The subject consists of the following evaluation activities:

- Exam, 40%
- Project 50%
- Pitch, 10%

Students who have a minimum grade of 3 and less than 5 will be able to submit to the tests of recovery of the theoretical exam and the coursework.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Coursework	20%	0	0	14, 1, 12, 4, 2, 6, 7, 8, 11
Project	50%	3	0.12	1, 3, 2, 6, 10, 8, 9, 15
Theoretical exam	30%	2	0.08	1, 5, 6, 10, 8, 13

Bibliography

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