

**Radio and Television Programming**

Code: 103070  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	3	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

Name: Nuria Garcia Muñoz  
Email: Nuria.Garcia@uab.cat

## 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

## Prerequisites

To study this subject requires a good understanding of spanish

## Objectives and Contextualisation

This subject is included in one of the twenty subjects of the Audiovisual Communication degree called Gèneres Audiovisuals. This subject integrates a compulsory subject Teoria dels Gèneres Audiovisuals and in addition to this, six electives: Gèneres televisius, Gèneres cinematogràfics, Gèneres interactiu i Gèneres publicitaris.

The general objective of the subject is the theoretical and practical knowledge of the audiovisual programming models in the main media and dissemination platforms.

## 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. Innovate by means of production and audiovisual programming.
9. Manage and organise audiovisual products that play a role in programming.
10. Manage time effectively.
11. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
12. Respect the diversity and plurality of ideas, people and situations.
13. Use ones imagination with flexibility, originality and ease.
14. Value diversity and multiculturalism as a foundation for teamwork.

## Content

The subject is articulated around the following major basic topics:

1. Productive context of audiovisual programming
2. Introduction to programming: concept, origin, functions and professional profiles
3. Programming models: generalist and thematic, public and commercial
4. Programming models in different markets: European, Spanish, Latin American, North American,...
5. Programming strategies: techniques, flow and stock
6. Audiences and programming

## Methodology

The methodology of this subject includes theoretical classes in the classroom, analysis exercises and debates based on concrete experiences of monitoring the offer of conventional radio and television as well as platforms.

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			
Seminars	15	0.6	13, 1, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14

Theoretical classes	37.5	1.5	13, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Type: Supervised			
Tutorials	7.5	0.3	13, 1, 2, 5, 6, 7, 10, 12, 14
Type: Autonomous			
Autonomous study	40	1.6	13, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Realization of work	42.5	1.7	13, 1, 11, 3, 4, 2, 5, 6, 7, 10, 8, 12, 14

## Assessment

The evaluation consists of three different parts:

Theoretical exam (40%)

Final project (group activity) (40%)

Seminars and participation in seminars (20%)

The three parts of the evaluation must be passed independently to make the average.

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 final project.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	3	0.12	13, 1, 11, 3, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14
Seminars	20%	1.5	0.06	13, 1, 11, 3, 2, 5, 6, 7, 10, 9, 8, 12, 14
Work in group	40%	3	0.12	13, 1, 4, 2, 5, 6, 7, 10, 9, 8, 12, 14

## Bibliography

Arana, Edorta (2011): Estrategias de programación televisiva. Madrid: Síntesis.

Contreras, José María; Palacio, Manuel (2000): "La programación en televisión" Madrid: Síntesis.

Cortés, José Antonio (1999): "La estrategia de la seducción". Pamplona: Eunsa.

Eastman, Susan y Ferguson, Douglas (2013): Media programming: strategies and practices. Berlmont: Wadsworth/Cengage Learning.

García-Muñoz, Núria; Larrègola, Gemma (2010). "La TDT en Europa: modelos de programación". Telos, Cuadernos de comunicación e innovación, v. 84, pp. 65-72.

<https://telos.fundaciontelefonica.com/archivo/numero084/modelos-de-programacion>

Martí, Josep Maria (2000): "De la idea a l'antena", Barcelona: Pòrtic.

Martí, Josep Maria (2016): "51 maneras de hacer buena radio" (2016) Barcelona. UOC.

Martínez-Costa, Maria Pilar; Moreno, Elsa. (2004): "Programación radiofónica. Arte y técnica del diálogo entre la radio y su audiencia". Barcelona: Ariel.

Perebinossoff, Philippe (2005): Programming for TV, radio, and the internet: strategy, development and evaluation. Focal Press.

Toledo, S. (2012): "Cómo crear un programa de TV" Barcelona. Laertes.

Throughout the classes, complementary bibliography will be provided based on each topic.