

Communication Written and Audiovisual Languages

Code: 103842
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	1	1

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

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 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.

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 that includes master classes and analysis exercises, debate and reflection from hearings, viewings and reading material.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Master classes with ICT support	37.5	1.5	1, 2, 5, 7, 6
Seminars	15	0.6	1, 9, 3, 4, 2, 5, 8, 7, 6
Type: Supervised			
Follow-up tutorials	7.5	0.3	1, 3, 2, 5, 7, 6
Type: Autonomous			
Reading, analysis and synthesis of texts and documents	25	1	1, 9, 3, 4, 2, 5, 8, 7, 6
Realisation of commissioned works	32.5	1.3	1, 9, 3, 4, 2, 5, 8, 7, 6
Study: Elaboration of schemes, conceptual maps and summaries	25	1	1, 9, 3, 4, 2, 5, 8, 7, 6

Assessment

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

- Theoretical exam, 40% in the final grade
- Exercises commissioned in the seminars, 50% in the final grade
- Participation and attendance, 10% in the final grade.

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 reevaluation 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 theoretical exam and last seminar are recoverable; the other seminars are excluded from the reevaluation process. Students with a final note between 3,5 and 4,9 have the right to reevaluation.

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

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exercices commissioned in the seminaris	50%	5	0.2	1, 9, 3, 4, 2, 5, 8, 7, 6
Participation and attendance	10%	0.5	0.02	1, 3, 2, 5, 7, 6
Theoretical exam	40%	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