

History of Audiovisual Stories

Code: 105005
ECTS Credits: 12

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	A

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

Matilde Delgado Reina
Ludovico Longhi

Prerequisites

The subject of "History of audiovisual stories" is the first contact that students have with the matter of "History and Aesthetics of Audiovisual Communication". Therefore, no prerequisites are necessary than the knowledge and education achieved until the beginning of the second career course.

Objectives and Contextualisation

This subject analyzes the evolution that the media of the Audiovisual Communication (cinema, radio and television) throughout history in its aesthetic, technological, industrial and social aspects

The processes involved in the cultural construction of images and their aesthetic and communicative function in the different audiovisual media are analyzed and studied in detail.

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

PRESENTATION: introduction, background and contextualization of audiovisual stories

PART I: CINEMA

1.ORIGIN, DEVELOPMENT AND HISTORIOGRAPHY ON FILM

1.1 From the precinema to the primitive type of representation

1.2 The creation of language: from the type of primitive representation to the type of institutional representation

2. THE VANGUARDS AND THE CINEMA

3. HOLLYWOOD AND THE CINEMA MAINSTREAM

3.1 Hollywood Cinema of the classical period

3.2 From Neo -Hollywood to the present day

3.3 Postmodernism and digitization

3.4 Crossovers: spots and video clips

4. THE FRENCH NEW WAVE AND OTHER NEW WAVES

5 CINEMA IN CATALONIA AND IN SPAIN

PART II: RADIO AND TELEVISION

6. HISTORIOGRAPHY ON RADIO AND TELEVISION

7. BIRTH OF ELECTRONIC MEDIA: technology, society, transformation in the media, stories.

7.1. Birth, development and dissemination of the main types of programs

8. UNITED STATES: STUDY OF THE HEGEMONIC MODEL

8.1. RADIO, the Network Era

8.2. TV

9. THE EUROPEAN MODEL

9.1. General considerations on the differences between Europe and the United States

9.2 The British case: inspiration for public radio and television models in Europe

10. THE SPANISH CASE

Spain, a separate case:

- RADIO
- TELEVISION

Methodology

The subject of "History of audiovisual stories" is made up of theoretical classes, tutorials and seminars

Programming of the subject

The detailed calendar with the content of the different sessions will be exposed on the day of presentation of the subject. It will also be posted on the Virtual Campus where students can find the detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject. In the event of a change in the teaching modality for health reasons, the teaching staff will inform of the changes that will occur in the programming of the subject and in the teaching methodologies.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	30	1.2	13, 1, 3, 7, 10, 9
Theoretical classes	66	2.64	13, 2, 3, 8, 9
Type: Supervised			
Tutorials	15	0.6	13, 1, 7, 10, 9
Type: Autonomous			
Reading, analysis and synthesis of texts and documents, preparation and completion of work	182.5	7.3	13, 12, 2, 4, 5, 6, 3, 7, 11, 10, 9

Assessment

The course will consist of the following evaluation activities:

Part One: Cinema

- Historiographical group work (presentation), 5% of the final grade
- Historiographical group work (written work), 25% of the final grade
- Theoretical exam, 20% on the final grade

Second part: Radio and Television

- Historiographical group work (presentation), 5% of the final grade
- Historiographical group work (written work), 25% of the final grade
- Theoretical exam, 20% on the final grade

In order to pass the course, it will be necessary to have passed all the evaluation activities of the two parts. Students will have the right to recover from the tests, as long as they have obtained a minimum of 3 points the first time.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Theoretical test	40%	3	0.12	13, 12, 2, 6, 3, 8, 11, 10
Public presentation of the historiographical work	10%	1	0.04	13, 1, 12, 5, 3, 7, 11, 9
Reading, analysis and synthesis of texts and documents, preparation and completion of work	50%	2.5	0.1	13, 1, 12, 2, 4, 5, 6, 3, 7, 8, 11, 10, 9

Bibliography

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2. RADIO AND TELEVISION BIBLIOGRAPHY

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