

Basic Communication Technologies

Code: 104784
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	OB	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

Celina Navarro Bosch

Prerequisites

To attend this subject, a reading comprehension of English is required, as well as the level of reading comprehension, writing and expression in Spanish and Catalan appropriate to a first university degree course.

Objectives and Contextualisation

The subject is located within the subject Creation, realization and management of contents, taught in the first and second year of the degree.

As defined in the syllabus, the objective of this subject is to introduce students to the physical and logical foundations of the audiovisual media, to the content sources and their processing, to the different formats and standards and to the different networks of distribution of this type of content.

Competences

- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Find what is substantial and relevant in documents within the subject.
3. Perform communicative activities in written, audio, audiovisual and digital formats.
4. Prepare audio and audiovisual documents to be sent to mainstream journalists or used in the organisation's own media.
5. Produce audio and audiovisual documents for any type of medium, on issues affecting or introduced by organisations.
6. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
7. Submit course assignments on time, showing the individual or group planning involved.
8. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

1. Audiovisual technology: introduction, definitions and importance of technologies
2. Technological foundations
 - 2.1. Basic technological concepts
 - 2.2. Wave physics
 - 2.3. The radioelectric spectrum
3. Video
 - 3.1. Production formats
 - 3.2. Reception formats
4. Audio
 - 4.1. Principles of sound
 - 4.2. Microfons
5. Digitization
 - 5.1. Digital Terrestrial Television
 - 5.2. Mobile apps
 - 5.3. Social Networks

Methodology

The subject will consist of master classes and practical sessions at the TV and radio sets and activities on mobile devices. The purpose of the practices is familiarization with the basic techniques of manipulation of the technology of the TV, radio and the technological developments of the mobile. Students will also learn about edition software.

The students will work in groups to carry out the laboratory practices. These groups will be distributed by the teachers.

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master class	15	0.6	1, 2
Project on the use of a technology	8	0.32	8
Reading of papers	20	0.8	8, 2
Tutorials	12	0.48	2
Type: Supervised			
Practices at the television set	18	0.72	4, 7, 6, 5, 8
Radio practices	9	0.36	1, 4, 7, 6, 5, 8
Type: Autonomous			
Study	20	0.8	1, 2

Assessment

The subject consists of the following evaluation activities:

- Exam, 30% on the final grade
- Laboratory practices (television and radio), 50% on the final grade
- Presentations and participation on debates, 20% on the final grade

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in the three activities.

The calendar detailed with the contents of the different sessions will be presented on the day of presentation of the subject. You will also be hanging out on the Virtual Campus where students can find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper follow-up of the subject. Students will have the right to recover the subject if it has been evaluated of the set of activities whose weight equals to a minimum of 2/3 parts of the total grade of the subject.

For power-show in the recovery of the unfulfilled, you get a notice that Habra tenido media between 3 and 4.9. The exam and practices will be re-evaluated. . Exhibitions and participation in debates are excluded from the recovery process.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	3	0.12	1, 7, 8, 2
Laboratory practices	50%	33	1.32	4, 7, 3, 6, 5, 8

Bibliography

Beutler, Roland. (2016). *Evolution of broadcast content distribution*. Springer.

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Cardon, Dominique. (2018). *Con que sueñan los algoritmos: nuestros sueños en el tiempo de los big data*. Madrid: Dado ediciones.

Castillo, José Maria (2016). *Televisión, Realización y Lenguaje Audiovisual*. Madrid: IORTV.

Domínguez, Juan José. (2019). *Teoría y técnica del sonido*. Madrid: Editorial Síntesis

Fernández-Quijada, David. (2011). *Medi@TIC. Anàlisi de casos de tecnologia i mitjans*. Barcelona: Editorial UOC.

Fernández-Quijada, David. (2013). *La innovación tecnológica. Creación, difusión y adopción de las TIC*. Barcelona: UOC.

Martínez Abadía, José. (2005). *Manual básico de tecnología audiovisual y técnicas de creación, emisión y difusión de contenidos*. Barcelona: Paidós.

McStay, Andrew. (2010). *Digital Advertising*. Basingstoke: Palgrave Macmillan.

Neira, Elena. (2015). *La otra pantalla*. Barcelona: Editorial UOC.

Niqui, Cinto. (2011). *Fonaments i usos de tecnologia audiovisual digital*. Barcelona: Editorial UOC.

Peirano, Marta. (2019). *El enemigo conoce el sistema*. Madrid: Debate.

Note

Recent articles will be indicated for the development of each seminar.

Software

Mandatory software

Audacity for audio editing

Zara Radio for radio broadcast

Recommended software

DaVinci Resolve for video editing

Format Factory for converting audio and video formats