

Production and Expression of Audiovisual Genres

Code: 104987
ECTS Credits: 12

Degree	Type	Year	Semester
2501933 Journalism	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.

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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: Yes

Prerequisites

The course doesn't have specific prerequisites, but it is considered as a continuity of the specialised subjects such as *Audiovisual Languages*, *Basics of Journalism Technology* and *Writing and Voice Recording in Audiovisual Media*.

Classes are taught in Catalan and/or Spanish. Students must have extensive knowledge of these languages to follow the course and to perform the practical exercises.

Objectives and Contextualisation

The course is integrated into the topic "Journalistic production". This topic in the Journalism Degree consists of the following contents:

- *Basics of Journalism Technology* OB
- *Production, Expression and Design of Journalistic Products* OB
- *Production and Expression of Audiovisual Genres* (our subject) OB
- *Design and Visual Composition* OT
- *Photojournalism* OT
- *Multi-platform Journalistic Production (UAB Campus Media)* OT

The course, within the training block, is aimed at providing the general concepts and the theoretical foundations for the conception and the production of radio and TV news, interviews and reports.

Competences

- Demonstrate a critical and self-critical capacity.
- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.

- 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.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
2. Be familiar with and professionally use the necessary voice and image recording tools.
3. Demonstrate a critical and self-critical capacity.
4. Generate innovative and competitive ideas in research and professional practice.
5. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Respect the diversity and plurality of ideas, people and situations.
9. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
10. Use Internet communication resources properly.
11. Use advanced technologies for optimum professional development.

Content

The main contents of the subject will be developed around the following thematical axis:

- Informative audio-visual genres. The roles of media journalism in the era of social media
- Radio and television news gathering
- Radio and television dialogic genres
- Radio and television reports

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.

The course will foster gender perspective in all its activities.

Methodology

The sessions of the course will be developed through different types of activities, grouped in master classes, seminars and laboratory practices.

The practices will take place in TV and radio studios as well as in the editing rooms.

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			

Laboratory practices	75	3	7, 2, 9, 3, 4, 6, 5, 8, 10, 11, 1
Theoretical classes	30	1.2	3, 5, 8, 1
Type: Supervised			
Attendance to tutoring	15	0.6	2, 9, 3, 4, 5, 8
Type: Autonomous			
Preparing and realization of works	165	6.6	7, 2, 9, 3, 4, 6, 5, 8, 10, 11, 1

Assessment

The acquisition of skills and knowledges of *Production and Expression of Audiovisual Genres* course, will be assessed through different methods:

- Written exam, 30% in the final grade
- Laboratory practices, 50% in the final grade
- Exercises commissioned in the seminars, 20% in the final grade

To pass the subject, it is essential to have participated in the three types of evaluation activities proposed. In the event of compulsory absence, this must be justified to the teacher as soon as possible.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of his/her qualification of any evaluation act, will be qualified with a 0 on this particular act of evaluation. In the case of presenting several irregularities, the final grade of the course will be 0.

Reassessment

The student will be entitled to the revaluation of the course if he or she has been evaluated of a set of activities the weight of which equals to a minimum of 2/3 of the total grade, considering that:

- To have access to this reassessment, the previous grades should be equal or greater than 3.5
- It won't be possible to recover individually those failed practices made in group
- Only practices that have been previously performed and have been suspended can be reassessed
- The recovery must be requested from the responsible teachers in the terms established after communicating the evaluation notes.

The results obtained in the reassessment will be the final score for the part assessed in the reevaluation.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Practices	50%	8	0.32	2, 9, 3, 4, 6, 5, 8, 10, 11, 1
Seminars (participation and written exercises)	20%	4	0.16	7, 9, 3, 4, 6, 5, 8, 10, 1
Theory exam	30%	3	0.12	7, 3, 4, 6, 5, 11, 1

Bibliography

Basic bibliography

- Balsebre, Armand; Mateu, Manuel i Vidal, David (1998). La entrevista en radio, televisión y prensa, Madrid: Cátedra
- Cebrián Herreros, Mariano (1992): Géneros informativos audiovisuales: radio, televisión, periodismo gráfico, cine, video , Madrid: Editorial Ciencia 3 Distribución
- Comas, Eva (2009) La ràdio en essència: els sons de la realitat a la ràdio informativa, Barcelona: Trípod - Facultat de Comunicació Blanquerna
- López, Celestino J. i Prósper, José (1999) : Elaboración de noticias y reportajes audiovisuales, València: Fundación Universitaria San Pablo CEU
- Oliva, Lúcia i Sitjà, Xavier (2007) Las noticias en radio y televisión: periodismo audiovisual en el siglo XXI, Omega, Barcelona
- Rodero, Emma (2001) : Manual práctico para la realización de entrevistas y reportajes para la radio, Librería Cervantes, Salamanca.
- Vilalta, Jaume (2006): El espíritu del reportaje, Barcelona: Publicacions i Edicions de la Universitat de Barcelona

Further reading

- Arfuch, Leonor (2004). La entrevista, una invención dialógica, Barcelona: Ediciones Paidós
- Barroso, Jaime (2009). Realización de documentales y reportajes: Técnicas y estrategias del rodaje en el campo, Madrid: Síntesis
- Brichs, Xavier (2004). Reflejos de la realidad. Así son y así se hacen los mejores programas de reportajes de la televisión, Barcelona: Ed. Cims/Midac
- De Latorre, Blanca i Llauredó, Ester (1999). Una imatge val més. La feina de l'ENG-videoperiodisme, Barcelona: Ed. Pòrtic
- Fernández, Federico i Martínez, José (2004). Manual básico de lenguaje y narrativa audiovisual, Barcelona: Ediciones Paidós
- Halperin, Jorge (2004): La entrevista periodística. Intimididades de la conversación pública, Barcelona: Ediciones Paidós
- Marin, Carles (coord.) (2017). Reportero de televisión. Guía de buenas prácticas del reportero audiovisual Barcelona: Gedisa
- Martínez Costa, M. Pilar i Herrera, Susana (2008) La crónica radiofónica, Madrid: Ediciones IORTV
- Martínez Costa, M. Pilar (coord.) (2002). Información radiofónica, Barcelona: Ariel Comunicación
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Software

Specific audio and video editing software will be used.