

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, SPOTS AND VIDEOCLIPS

THEME 1. ORIGIN, DEVELOPMENT AND HISTORIOGRAPHY ABOUT CINEMA

1.1 From pre-cinema to the primitive type of representation

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

1.3 Cinema as an industry

THEME 2. THE CINEMATIC AVANT-GARDES

THEME 3. HOLLYWOOD AND THE MAINSTREAM CINEMA

3.1 The Hollywood Cinema of the Classical Period

3.2 From Neo-Hollywood to the present

THEME 4. THE NEOREALISM

THEME 5. THE NEW WAVE AND THE NEW CINEMAS

THEME 6. ASIAN CINEMA

THEME 7. AFRICAN AND LATIN AMERICAN CINEMA

THEME 8. THE CINEMA IN CATALONIA AND IN THE SPANISH STATE

THEME 9. POSTMODERNITY, DIGITALIZATION AND CURRENT CONTEXT

THEME 10. CINEMA CROSSOVERS WITH THE SPOT AND THE VIDEOCLIP

PART II: RADIO AND TELEVISION

THEME 11: BIRTH OF THE ELECTRONIC MEDIA

11.1. Technology

11.2. Politics and society

11.3. Radio as a means of mass

11.4. The first stories

THEME 12: UNITED STATES. Study of the hegemonic model.

12.1. The Network Era: The Golden Age of Radio

12.2. "Video killed the radio stars." Television in the US

THEME 13: THE EUROPEAN MODEL

THEME 14: THE SPANISH CASE

14.1. Spain, a separate case:

14.2. THE RADIO

14.3. THE 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.

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			
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
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Assessment

Evaluation

Part One: Movies, commercials and video clips

This part will account for 50% of the final grade and will consist of the following assessment activities:

- Theoretical exam, 20% on the final grade
- Written historiographical work done in groups, 15% on the final grade
- Work of subjects, 10% on the final grade
- Oral presentation of the work, 5% on the final grade

Second part: Radio and Television

This part will account for 50% of the final grade and will consist of the following assessment activities:

- Theoretical exam, 20% on the final grade
- Written historiographical work done in groups, 15% on the final grade
- Work of subjects, 10% on the final grade
- Oral presentation of the work, 5% on the final grade

In order to pass the course, you must have passed all the assessment activities of both parties.

Students will be entitled to retake the tests, as long as they have taken 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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- CAPARRÓS LERA, Josep M^a *Historia del cine español*, T&B editorial, Madrid, 2007
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- DE LAURETIS, Teresa *Technologies of Gender: Essays On Theory, Film & Fiction*, Indiana University Press, Bloomington, 1987
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- GUBERN, Romà, MONTERDE José Enrique; PÉREZ PERUCHA, Julio, RIAMBAU, Esteve y TORREIRO, Casimiro *Historia del cine español*, Cátedra, Madrid, 2009
- KAEL, Pauline *Kiss Kiss Bang Bang: el tiempo del cine*, Marymar, Buenos Aires, 1974
- MORIN, Edgar *Las Stars. Servidumbres y mitos*. Barcelona, Dopesa, 1972
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- PASKIEWICZ, Katarzyna: *Rehacer los géneros: mujeres cineastas dentro y fuera de Hollywood*. Icaria, Barcelona, 2017
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2. RADIO AND TELEVISION BIBLIOGRAPHY

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Software

This course don't need any specific software