

Interactive Communication and Social Networks

Code: 42431
ECTS Credits: 12

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	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: spanish (spa)

Teachers

José Luis Valero Sancho
Francesc Xavier Ribes Guardia
Celina Navarro Bosch
Fernanda Pires de Sá
Celia Andreu Sánchez

Prerequisites

None in particular.

Objectives and Contextualisation

The aim of this module is to deepen in the study, analysis and production of interactive contents in the different media and formats, as well as its cross-media decline and the implementation of the social media communication strategies. Therefore, this module is intended to address the interactivity as a distinctive characteristic of the multimedia products in order to know how to adapt them to each communicational reality, alongside to achieve a critical view of the social media networks and their applications.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.

- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Seek out information in the scientific and technological context and learn practical ICT skills.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse the impact of communication social networks the audiovisual and advertising sector
2. Analyse the impact of the dynamics that intervene in interactive communication and social networks.
3. Apply validated models to evaluate interactive communication and social networks in the audiovisual and advertising sector.
4. Choose, design and apply methodological strategies for scientific research in the field of interactive communication and social networks.
5. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
6. Critically analyse the theories and models of audiovisual communication that are applied to the analysis of interactive communication and social networks in the audiovisual sector.
7. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
8. Know how to identify the role of information and communication technologies in the transmission of gender stereotypes and apply measures to avoid their reproduction.
9. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
10. Recognise the role of the media, audiovisual productions and advertising in the construction of gender relations and sexual and gender identity.
11. Seek out information in the scientific and technological context and learn practical ICT skills.
12. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Design of audio-visual interactive productions and human-machine communication (Professor: Celia Andreu)

Social media communication strategies (Professor: Fernanda Pires)

Digital Identity (Professor: celina Navarro)

Digital infographic (Professor: José Luis Valero)

Cross-media production (Professor: Xavier Ribes)

Interactive advertising (Professor: Xavier Ribes)

Methodology

The classes, including the master classes, shall be in the format of seminars, encouraging the students' participation, inside and outside the classroom.

The health situation could force us to transform face-to-face sessions into online sessions.

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			
Autonomous	82	3.28	6, 1, 2, 3, 11, 9
Directed	40	1.6	9, 7, 5, 12
Supervised	40	1.6	6, 1, 2

Assessment

20% assistance and participation in class

40% critical reading of the scientific texts linked to the subject's content

40% elaboration of reflective essays linked to the subject's content

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assistance and participation in class	20%	72	2.88	6, 2, 5, 10, 8, 12
Critical reading	40%	30	1.2	6, 1, 2, 10, 8, 4
Reflective essays	40%	36	1.44	6, 1, 2, 3, 11, 9, 7, 5, 10, 8, 4, 12

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Software

Presentation (Powerpoint o similar)

Text edition (Word o similar)

Spreadsheet (Excel o similar)