2022/2023

Communication Written and Audiovisual Languages

Code: 103842
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	FB	1	1

Contact

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Use of Languages

Principal working language: spanish (spa)

Some groups entirely in English: No

Some groups entirely in Catalan: No

Some groups entirely in Spanish: No

Other comments on languages

Catalan may be used in classes, as well as in teaching materials, bibliography and audiovisual examples. Both bibliography and audiovisual examples will make use of the English language.

Prerequisites

Basic knowledge of video and audio editing software.

Objectives and Contextualisation

As defined in the syllabus, the course provides basic knowledge about study of the languages of social communication, aimed at training in the use of different written, sound and visual elements.

Main objectives are:

- To deepen the knowledge on theoretical concepts about written and audio-visual communicative languages

- To analyse audio-visual products

- To apply the theoretical and technical concepts

Competences

- Manage time effectively.
- Master the technologies and languages characteristic of audiovisual communication, and those associated with discourse building.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

Learning Outcomes

1. Apply the principles and techniques of discourse building.
2. Identify the fundamental principles of audiovisual languages.

3. Identify the fundamental principles of audiovisual technology.
4. Manage time effectively.
5. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.

Content

1. Introduction to audio-visual languages

2. Basic elements of the audiovisual language

3. Creation of the audiovisual discourse

4. Production of audiovisual products

5. Intertextuality and rhetoric in the audiovisual language

6. Narrative structures of the audiovisual language

7. The creation of a sound space

8. Fundamentals of the sound discourse

The detailed calendar will be available onthe firstday of course. 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.

Methodology

The acquisition of knowledge and skills by students will be carried out through different methodological procedures than includes master classes and analysis exercises, debate and reflection from hearings, viewings and reading material.

In the theoretical sessions, the contents of the programme will be presented, thus providing the necessary elements to carry out the practical exercises. As for the practices, they will be used to apply to real cases what was learned in the previous theoretical 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			
Master classes with ICT support	37.5	1.5	1, 3, 2
Seminars	15	0.6	1, 5, 4, 3, 2
Type: Supervised			
Follow-up tutorials	7.5	0.3	1, 3, 2
Type: Autonomous			

Reading, analysis and synthesis of texts and documents	25	1	1, 5, 4, 3, 2
Realisation of commissioned works	32.5	1.3	1, 5, 4, 3, 2
Study: Elaboration of schemes, conceptual maps and summaries	25	1	1, 5, 4, 3, 2

Assessment

The competences of this subject will be evaluated through different procedures:

A. Theoretical exam, 30% in the final grade.

B. Video Essay, 20% in the final grade.

C. Exercises commissioned in the seminars, 50% in the final grade.

In order to follow the continuous evaluation, all the scoring practices and the final written test must be done.

The final grade of the continuous evaluation will result from the weighted sum of the points obtained in the different procedures. However, no average will be made if the practical part and the theoretical part of the course have a grade lower than 5. That is to say, it is necessary to have the average of the practical part and the theoretical part with a grade minimum of 5 in order to be able to obtain the corresponding weighted sum of the continuous evaluation.

Revaluation: Students must meet the following two criteria to be entitled to the revaluation of the subject.

a. Students should present a minimum of activities that equals two-thirds of the total grading.

b. If the student has not made a regular follow-up of the continuous evaluation, he/she will not have the right to apply for the reavaluation. Students who have participated in the continuous evaluation and fail the theoretical exam and/or the video essay (theoretical part) will be able to recover it as long as they have obtained a minimum grade of 3.5 in each activity and have participated in the ordinary review.

The activities that are excluded from the revaluation process are the exercises commissioned in the seminars (competencies and skills not acquired throughout the course can hardly be achieved in a couple of weeks).

Second Enrolment: In the case of a second enrolment, students can do a single synthesis exam that will consistof a test with theoretical and practical questions. The grading of the subject will correspond to the grade of the synthesis exam.

Plagiarism: In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Excercises commissioned in the seminaris	50%	5	0.2	1, 5, 4, 3, 2
Theoretical exam	30%	2	0.08	1, 3, 2
Video Essay	20%	0.5	0.02	1, 5, 3, 2

Bibliography

MANDATORY BIBLIOGRAGHY

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Fernández Díez, Federico and Martínez Abadia, José (2018). *Manual básico de lenguaje y narrativa audiovisual.* Barcelona: Ed. Paidos

Genette, Gerard (1989). Palimpsestos. La literatura en segundo grado. Madrid: Taurus

Gutiérrez, Maria and Perona, Juan José (2002): *Teoría y técnica del lenguaje radiofónico.* Barcelona: Ed. Bosch,

Joly, Martine (2019). *Introdución al análisis de la imagen.* Buenos Aires: La marca Editora.

Morales Morante, Fernando (2013). *Montaje audiovisual. Teoría, técnica y métodos de control.* Barcelona: Ed. UOC

Murdock, Maureen (2016). *The Heroine's Journey.* Available at: https://maureenmurdock.com/articles/articles-the-heroines-journey/

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Vogler, Chistopher. (2002). *El viaje del escritor.* Barcelona: Ma Non Troppo

COMPLEMENTARY BIBLIOGRAPHY

Barroso, Jaime (2008). *Realización audiovisual.* Madrid: Ed. Síntesis,

Blanch, Margarita and Lázaro, Patricia (2010). *Aula de locución.* Madrid: Ed. Cátedra,

Breil, Xavier and Roger, Dídac (2013). *Dona'm la teva mirada: fonaments del llenguatge audiovisual* [vídeo]. Aula Mèdia: Objectiu Comunicació, Barcelona.

Chion, Michel (1993). *La Audiovisión. Introducción a un análisis conjuntode la imagen y el sonido.* Barcelona: Paidós.

Comas Arnal, Eva (2009). *La ràdio en essència. Els sons de la realitat a la ràdio informativa.* Barcelona: Trípodos

Huertas, Amparo and Perona, Juan José (1999). *Redacción y locución en medios audiovisuales: la radio.* Barcelona: Ed.Bosch

Rodero, Emma and Soengas, Xosé (2010). *Ficción radiofónica: como contar una historia en la radio.* Madrid: IORTV

Rodero, Emma. (2011). *Creación de programas de radio.* Madrid: Síntesis.

Software

Students should have basic knowledge of certain software, such as text editors, video editors, audio editors and network tools and hostings such as YouTube or Soundcloud.