

History of Audiovisual Stories

Code: 105005
ECTS Credits: 12

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	A

Contact

Name: Joaquín Puig Gonzalez
Email: Joaquim.Puig.Gonzalez@uab.cat

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
Jesica Ana Florencia Menéndez Signorini
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.
- Differentiate the discipline's main theories, fields, conceptual developments, as well as their value for professional practice.
- Disseminate the area's 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. Be familiar with the historic development of audiovisual media.
2. Disseminate the area's knowledge and innovations.
3. Identify interactions between history, aesthetics and audiovisual communication.
4. Manage time effectively.
5. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
6. Rigorously apply scientific thinking.

Content

PRESENTATION: introduction, background and contextualization of audiovisual stories

PART I: RADIO AND TELEVISION

TOPIC 1: BIRTH OF THE ELECTRONIC MEDIA

1.1. Technology

1.2. Politics and society

1.3. Radio as a means of mass

1.4. The first stories

TOPIC 2: UNITED STATES. Study of the hegemonic model.

2.1. The Network Era: The Golden Age of Radio

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

TOPIC 3: THE EUROPEAN MODEL

TOPIC 4: THE SPANISH CASE

4.1. Spain, a special case:

4.2. THE RADIO

4.3. THE TELEVISION

PART II: CINEMA, COMMERCIALS AND MUSIC VIDEOS

TOPIC 5. ORIGIN, DEVELOPMENT AND HISTORIOGRAPHY ON THE CINEMA

5.1 From pre-cinema to the primitive type of representation

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

5.3. Cinema as an industry

5.4 Cinema as creation

TOPIC 6. THE CINEMATOGRAFIC AVANT-GARDES

TOPIC 7. HOLLYWOOD AND THE CINEMA MAINSTREAM

7.1 The Hollywood Cinema of the Classical Period

7.2 From Neo-Hollywood to the present

TOPIC 8. THE NEOREALISM

TOPIC 9. THE NOUVELLE VAGUE AND THE NEW CINEMAS

TOPIC 10. ASIAN CINEMA

TOPIC 11. AFRICAN AND LATIN AMERICAN CINEMA

TOPIC 12. THE CINEMA IN CATALONIA AND IN THE SPANISH STATE

TOPIC 13. POSTMODERNITY, DIGITALIZATION AND CURRENT CONTEXT

TOPIC 14. CINEMA CROSSOVERS WITH COMMERCIALS AND MUSIC VIDEOS

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	6, 3
Theoretical classes	66	2.64	6, 1, 2, 3
Type: Supervised			
Tutorials	15	0.6	6, 3
Type: Autonomous			
Reading, analysis and synthesis of texts and documents, preparation and completion of work	182.5	7.3	6, 5, 1, 4, 3

Assessment

Evaluation

Part One: Radio and Television

This part will have the following assessment activities:

- Theoretical exam, 50% on the final grade of this part
- Written historiographical work done in groups, 35% on the final grade of this part
- Oral presentation of the work, 15% on the final grade of this part

The final note of this part will be the sum of these three activities as long as they are approved

Part Two: Movies, commercials and music videos

This part will consist of the following assessment activities:

- Theoretical exam, 50% on the final grade of this part
- Written historiographical work done in groups, 35% on the final grade of this part
- Oral presentation of the work, 15% on the final grade of this part

The final note of this part will be the sum of these three activities as long as they are approved

Final grade of the subject: The result of adding the two grades of each part and dividing it by two

Reminder: In order to pass the course, you must have passed all the assessment activities of both parties. If anyone is suspended, the subject will not be passed. Students will be entitled to the resumption of the failed 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	6, 5, 1, 2, 4
Public presentation of the historiographical work	10%	1	0.04	6, 5, 4, 3
Reading, analysis and synthesis of texts and documents, preparation and completion of work	50%	2.5	0.1	6, 5, 1, 2, 4, 3

Bibliography

BIBLIOGRAPHY OF THE SUBJECT

1. RADIO AND TELEVISION BIBLIOGRAPHY

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ARCHER, Gleason L. (1971) . *History of Radio to 1926*. New York: Arno Press.

BAGET I HERMS, Josep Maria,(1993) . *Historia de la television en Espana (1956-1975)*. Barcelona: Feed-Back.

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BIGNELL, Jonathan and FICKERS, Andreas (eds) (2008), *A European television history*, Oxford: Blackwell Publishing.

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BRINSON, Susan (2005), "From Marconi to Cop Rock. An introduction to Broadcasting history" in WINN, Emmet and BRINSON, Susan (eds), *Transmitting the Past. Historial and Cultural Perspectives on Broadcasting*, Tuscaloosa: The University of Alabama Press, p.p. 1-15.

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HILMES, Michele (ed.) (2003), *The Television History Book*. London, British Film Institute
FAUS Angel, (2007), *La radio en España (1896-1977). Una historia documental*, Madrid: Taurus. OLIVESI, Stephane, 1998. *Histoire politique de la television*. Paris: L'Harmattan

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WHEATLEY, Helen,(Ed) (2007), *Re-viewing television history. Critical Issues in Television Historiography*, NEW YORK: Tauris & Co.

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WYVER, John, (1992) *La imagen en movimiento. Aproximacion a una historia de los medios audiovisuales*. Valencia: Filmoteca Generalitat Valenciana.

2. CINEMA BIBLIOGRAPHY

ALTMAN, Rick (2000) *Los géneros cinematográficos*, Ed. Paidós, Barcelona

BORDWELL, David, STAIGER Janet, THOMPSON, Kristin (1996) *El cine clásico de Hollywood*, Barcelona, Ed. Paidós

BURCH, Noël (1987) *El tragaluz del infinito. Contribución a la genealogía del lenguaje cinematográfico* Madrid, Ed. Catedra

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NICHOLS, Bill (1997) *La representación de la realidad* Barcelona, Paidós

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The audiovisual contents of each topic will be provided throughout the classes

Software

This course don't need any specific software