Universitat Autònoma de Barcelona

2022/2023

New Matters and Trends in the Audiovisual Sector

Code: 105015
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	1
2501928 Audiovisual Communication	OT	3	2
2501928 Audiovisual Communication	OT	4	1

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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: Yes

Prerequisites

Knowledge of the basic structure of the audiovisual sector. It is necessary for students to have autonomy in the creation of audiovisual products. Comprehension of English is necessary, as some readings and resources will be presented in this language.

Objectives and Contextualisation

Knowledge and analysis of current trends and issues in the audiovisual field.

Competences

Audiovisual Communication

- Differentiate the discipline's main theories, fields, conceptual developments, as well as their value for professional practice.

Learning Outcomes

1. Analyse the economic dimension of the media.
2. Apply theoretical principles to the analysis of audiovisual processes.
3. Appraise the social impacts of technological mediation in modern communication.
4. Identify phenomena and consider theoretical problems regarding audiovisual communication.
5. Identify the theoretical principles of audiovisual production and consumption.
6. Lay the foundations for modern semiotic trends and apply them to communication and journalism.

Content

Course content includes:

- Trends in audiovisual research

- Trends in the audiovisual sector
- Situation of the audiovisual market
- Interactive communication

Methodology

Content presentation classes, seminars with specific cases and practical projects will be held.

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.

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			
Lessons	33	1.32	1, 2, 6, 4, 5, 3
Type: Supervised			
Seminars	15	0.6	1, 5, 3
Tutoring	9	0.36	6, 4
Type: Autonomous			
Projects	81	3.24	1, 2, 4, 5, 3

Assessment

Evaluation activities description:
• Exam (40%)
• Seminars (10%)
• Practical exercises (50%)

It is mandatory to pass the exam and the practical exercises to pass the subject.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading. To have access to revaluation, the previous grades should be 3.5. The activities that are excluded from the revaluation process are seminars.

Misspellings will be penalized with -0.5 points each.

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

Exam	40%	3	0.12	1, 2, 6, 4, 5, 3
Practical exercises	50%	3	0.12	2, 6, 5
Seminars	10%	6	0.24	4, 5, 3

Bibliography

Andreu-Sánchez, Celia, Martín-Pascual, Miguel Ángel, Gruart, Agnès & Delgado-García, José María (2018). Chaotic and Fast Audiovisuals Increase Attentional Scope but Decrease Conscious Processing. Neuroscience, 394: 83-97. https://doi.org/10.1016/j.neuroscience.2018.10.025

Andreu-Sánchez, Celia, Martín-Pascual, Miguel Ángel, Gruart, Agnès & Delgado-García, José María (2021). 'Viewers change eye-blink rate by predicting narrative content'. Brain Sciences, 11(4): 422. doi: https://doi.org/10.3390/brainsci11040422

Andreu-Sánchez, Celia, Martín-Pascual, Miguel Ángel, Gruart, Agnès & Delgado-García, José María (2021). The effect of media professionalization on cognitive neurodynamics during audiovisual cuts. Frontiers in Systems Neuroscience, 15: 598383. https://doi.org/10.3389/fnsys.2021.598383

Coin, Allen, Mulder, Megan, Dubljević, Veljko (2020). Ethical Aspects of BCI Technology: What Is the State of the Art? *Philosophies* , *5*, 31. https://doi.org/10.3390/philosophies5040031

Cybulski, Pawel & Horbinski, Tymoteusz (2020). User experience in using graphical user interfaces of web maps. International Jorunal of Geo-Information, 9(7): 412. https://doi.org/10.3390/ijgi9070412

Hernández-González, Samuel, Andreu-Sánchez, Celia, Martín-Pascual, Miguel Ángel, Gruart, Agnès & Delgado-García, José María (2017). A cognition-related neural oscillation pattern, generated in the prelimbic cortex, can control operant learning in rats. Journal of Neuroscience 37(24) 5923-5935. https://doi.org/10.1523/JNEUROSCI.3651-16.2017

Mannam, Sai. (2019) Is mind-reading the future of BCI Technology? Journal of Young Investigators. Vol.37 (2). https://www.jyi.org/2019-august/2019/8/1/is-mind-reading-the-future-of-bci-technology

Norman, Don (2010). El diseño de los objetos del futuro. La interacción entre el hombre y la máquina. Paidós.

Oh, Jeeyun, Bellur, Saraswathi, Sundar, S. Shyam (2015). Clicking, Assessing, Immersing, and Sharing: An Empirical Model of User Engagement with Interactive Media. *Communication Research*, 45(5): 737-763. https://doi.org/10.1177/0093650215600493

Smith, Tim J. (2013) Watching you watch movies: using eye tracking to inform film theory. In: Shimamura, A (ed.) Psychocinematics: Exploring Cognition at the Movies. New York, U.S.: Oxford University Press, pp. 165-191. ISBN 9780199862139.
https://eprints.bbk.ac.uk/id/eprint/12588/1/9+Smith_psychocinematics_inpress.pdf

Xiong, Jianghao, Hsiang, En-Lin, He, Ziqian *et al.* (2021). Augmented reality and virtual reality displays: emerging technologies and future perspectives. *Light Sci Appl* 10, 216. https://doi.org/10.1038/s41377-021-00658-8

Throughout the course other resources will be added to this bibliography.

Software

In this subject, students are free to use the software that best suits their needs and technical capabilities. In the cases in which the work with a specific software is proposed, it will be with free software, which will be presented in the teaching sessions.