

Television Genres

Code: 103071
ECTS Credits: 6

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

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

It would be interesting if the students had taken a script course.

Objectives and Contextualisation

This subject is structured around three axes:

1. Theory
2. Analysis
3. Production

The main objectives are the knowledge of the different theoretical approaches to the study of television genres, the knowledge of the expressive and narrative conventions of the different television genres (with the exception of information and fiction) and the introduction to the design, ideation, production and realization of television formats.

Competences

- Audiovisual Communication
- 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 the different forms of audiovisual programming according to various audiovisual genres.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply theories learned to the analysis of the media reality and the development of audiovisual products.
2. Disseminate the area's knowledge and innovations.
3. Implement presentation, discursive and argumentative techniques to adapt them to audiovisual genres.
4. Innovate by means of production and audiovisual programming.
5. Manage time effectively.
6. Promote innovations in product building.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Use one's imagination with flexibility, originality and ease.

Content

1. Television genres: theoretical approach.
2. Ideation, production and realization of television genres.
3. Typology of genres and their expressive and communicative keys (non-fiction formats).

Methodology

1. Theoretical sessions and seminars, where the fundamental keys for the acquisition of the competences associated with the subject will be given, as well as the analytical viewing of products.
2. Practical sessions and seminars, where students must plan, discuss critically and execute a television product.

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			
Laboratory	22.5	0.9	1, 7, 6
Seminars	15	0.6	8, 7, 3

Theoric Sessions	15	0.6	8, 1, 7, 2
Type: Supervised			
Supervision	7.5	0.3	8, 5
Type: Autonomous			
Reading of academic papers, preparing and planning the project.	83	3.32	8, 1, 5, 3, 4, 6

Assessment

The subject consists of the following evaluation activities:

1. Design of a television format and the production of the teaser, 50% on the final grade
2. Participation and attendance, 10 % on the final grade
3. Pitch and onepage, 40% on the final grade

The students will be entitled to the reevaluation of the activity number 1.

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
Ideation of a television format and the production of the teaser	50 %	1	0.04	8, 1, 5, 4, 6
Participation and attendance	10%	3	0.12	1, 7, 2, 3
Pitching	40%	3	0.12	8, 7, 5, 3

Bibliography

BARROSO, Jaime (1996), *La realización de los géneros televisivos*, Madrid: Síntesis.

BERGER, Asa. (1992) *Popular Culture Genres*, Newbury Park: Sage.

CREEBER, Glen, MILLER, Toby and TULLOCH, John (2008), *The television Genres Book*, London: BFI.

EDGERTON, G.R. and ROSE, B.G. (eds) (2005), *Thinking outside the box: a contemporary televisión genre reader*, Lexington: University Press of Kentucky

GONZÁLEZ REQUENA, Jesús (1988): *El discurso televisivo: espectáculo de la posmodernidad*, Madrid: Cátedra.

GORDILLO, Immaculada, (2009), *Manual de narrativa televisiva*, Madrid: Síntesis.

KAMINSKY, Stuart M. and MAHAN, Jeffrey H. (1988) *American television genres*, Chicago: Nelson-Hall.

NEWCOMB, Horace (ed) (2000), *Television : the critical view* New York, etc. : Oxford University Press.

O'DONNELL, Victoria (2007), *Television Criticism*, Thousand Oaks, Calif.: Sage.

Software

Students must use the software of their choice necessary for the editing of their audiovisual projects.