

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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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

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 the fundamentals of audio-visual languages
2. Creation of the audio (visual) space. The soundscape
3. Creation of the visual (audio) space.
4. Composition of the image
5. Fundamentals of sound discourse
6. Fundamentals of audio-visual discourse
7. Expressive elements of sound discourse
8. Audio-visual discourse construction
9. Production of audio-visual products
10. TV Lighting

The detailed calendar will be available on the first day 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.

Methodology

The acquisition of knowledge and skills by students will be carried out through different methodological procedures that 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

CONTINUOUS ASSESSMENT

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

- A. Theoretical exam, 40% in the final grade.
- B. Exercises commissioned in the seminars, 50% in the final grade.
- C. Attending and active participation in the course, 10% 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 reevaluation. The student who has taken part in the continuous evaluation and has failed the written test (theoretical part), you may make up the written test provided that you have obtained a minimum score of 3.5 in the test and have carried out the ordinary examination. The score obtained in the recovery of the theoretical part will be the definitive score of this part. The student that has participated in the continuous evaluation and has suspended the practical part, it will be able to recover only the last seminar if it is suspended previous notification of the student to the corresponding teacher.

Only theoretical exam and last seminar are recoverable; the other seminars are excluded from the revaluation process. 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).

UNIQUE ASSESSMENT:

- A. Theory test, 30%. It must be approved (5 or more) in order to pass the subject (a must). The exam model will be completely different from that of the continuous assessment
- B. Practical test solving 2 communication challenges, 30%

C. Delivery of an audiovisual piece (audio podcast or video essay) of 5 minutes duration together with an explanatory note, 40%

Reevaluation: Students must meet the following criteria in order to present themselves for reevaluation:

a) According to regulations, in order to be able to participate in the Reevaluation process, students must have previously been assessed at least 2/3 of the subject's total assessable activities.

b) The theory test can only be retaken if the student has obtained a grade below 5. The retake test will consist of a written test to assess theoretical knowledge.

c) The grade obtained in the resolution of communication challenges will form part of the weighted average of the final grade. Only in the case of failing this test and if the student considers it so, can he chooses to reevaluate it with a similar test.

d) The final audiovisual or sound piece is not reassessable and the grade obtained (whether passed or not) will form part of the weighted average of the final grade

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
Attending and follow-up of the course	10%	0.5	0.02	1, 5, 3, 2
Excercises commissioned in the seminaris	50%	5	0.2	1, 5, 4, 3, 2
Theoretical exam	40%	2	0.08	1, 3, 2

Bibliography

MANDATORY BIBLIOGRAGHY

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Castillo, José María (2016). *Televisión, realización y lenguaje audiovisual*. Madrid:Instituto RTVE

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

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

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

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

Sánchez Piñol, Albert (2020): *Les estructures elementals de la narrativa*. La Campana. Barcelona: Edi. Penguin Random House.

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

COMPLEMENTARY BIBLIOGRAPHY

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

Breil, Xavier i 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 laimagen y el sonido*. Barcelona: Paidós.

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

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

Rodero, Emma i 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 (*Premiere*, *Movie Maker* or *I-Movie* or others), audio editors (*Audacity* or others) and network tools such as the Google environment (*Google docs*, *Gmail* ...) and hostings such as *YouTube* or *Soundcloud*.