Universitat Autònoma de Barcelona

2023/2024

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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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

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.

This subject is in Spanish, but English will be used in some materials.

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

Continuous evaluation modality:

The evaluation activities are:

• Exam (40%)

• Seminars (10%)

• Practical work (50%)

It is essential to pass the exam and practical work to pass the course.

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

Re-evaluation in continuous evaluation modality:

Students will have the right to re-evaluate the subject if they have been evaluated from the set of activities whose weight is a minimum of 2/3 of the total grade for the subject. To be able to take the re-evaluation, an average grade of 3.5 will have been obtained. The activities that are excluded from the re-evaluation process are seminars.

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

Single evaluation modality:

The single evaluation system for the subject is based on the following percentages:

• 30% Theoretical test. It must be approved to pass the course. Note: The exam model is different from the continuous assessment model.

• 20% Test of resolution of case studies or current communication challenges.

• 25% Delivery and presentation of research work. Compile of three scientific articles per proposed topic, make of a review of each article, relate of concepts and make of a reflection on the topics covered.

• 25% Delivery and presentation of a final work: creation of an audiovisual work with innovative and/or current techniques.

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

Re-evaluation in single evaluation modality:

In order to participate in the re-evaluation process, students must have previously been evaluated at least 2/3 of the total evaluable activities of the subject. The theory test can only be re-evaluated if the student has obtained a grade higher than 3.5. The re-evaluation test will consist of a written test to assess theoretical knowledge. The case resolution test can only be recovered if the student has obtained a grade higher than 3.5. The re-evaluation test will consist of a written case resolution test. Both the research work and the final work are not recoverable and the grade obtained in each work (whether passed or not) will form part of the weighted average of the final grade.

In the event that the student performs any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may be instituted. In the event that various 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

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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.