UAB
Universitat Autònoma de Barcelona

Television Theory and Analysis

Code: 103048
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501928 Audiovisual Communication	OT	3
2501928 Audiovisual Communication	OT	4

Contact

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Teaching groups languages

You can view this information at the end of this document.

Prerequisites

To attend this course, a good reading comprehension of English.

Objectives and Contextualisation

This course is included in the subject of the degree History and Esthetics of Audio-visual Communication. This subject is formed by the following subjects of 6 ETCS credits each:
• History of Cinema
• History of Radio and Television
• Theory and Analysis of Film
• Theory and Analysis of Radio
• Theory and Analysis of Rhotography
• Visual studies
• Theory and History of Interactive Communication

As defined in the syllabus, the course provides basic knowledge about television, especially in the introduction to the structural, technological, and aesthetic factors that define television products and their relationship with audiences. In this sense, tools for analysis and interpretation of television programs are also articulated, providing students with a critical capacity to analyze and create content for platforms and DTT.

Learning Outcomes

1. CM05 (Competence) To assess innovations in the historical investigation models of film, radio and television productions.
2. CM05 (Competence) To assess innovations in the historical investigation models of film, radio and television productions.
3. KM10 (Knowledge) To cite the main methods for analysing and interpreting film, radio and television productions.
4. KM11 (Knowledge) To recognise the main aesthetic movements in film, radio and television productions and their social impact.

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5. KM12 (Knowledge) To link specific film, radio and television productions to the structural and technological factors that exist in the field of Audiovisual Communication.

Content

1.-Context of Contemporary Television

Brief overview to contextualize the main features (technological, regulatory, cultural and social) that define and determine the television industry today.

2.-International Television Trends

Critical analysis of the international television programming trends at the present time, the phenomenon of the global format trade and the social function of television in the contemporary society.

3.-The role of television platforms in the digital scene.

To determine the new television signal distribution platforms and its implication regarding the evolution of TV as a medium. The irruption of Social TV.

4.-Approach to Television Studies theoretical framework in the digital scenario

Introduction to this academic discipline and the evolution of its studies in the digital age, specially in order to analayse the new role of the viewer/user in the social netwoking age.

5.Analysing Television: Sources, Tools and Analytical Models

Description of the main research methods and tecniques for analysing television. Proposal, development and implementation of an owen model.

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description and necessary for the proper follow-up of the subject.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
SEMINARS	15	0.6	
THEORETICAL CLASSES	37.5	1.5	CM05, KM10, KM11, KM12, CM05
Type: Supervised			
TUTORIALS	7.5	0.3	
Type: Autonomous			
AUTONOMOUS WORK	82.5	3.3	CM05, KM10, KM11, KM12, CM05

The acquisition of knowledge and skills by students will be carried out through different methodological procedures that include master classes in the classroom, analysis exercises, debate and reflection from viewings and reading material in the spaces of the classroom and seminars, and tutorials.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
FINAL PROJECT	40%	4	0.16	CM05, KM10, KM11, KM12
SEMINARS	20%	1	0.04	
THEORETICAL EXAM	40%	2.5	0.1	

Continuous Assessment

The evaluation consists of three different parts:

• Theoretical exam (40%). The exam must be passed to pass the subject (essential condition).
• Final project (group activity) (40%). Analysis of relevant programs of a contemporary television product (DTT or platform).
• Interview with television professionals about the creation and production of some of the programs analyzed (20%).

Single evaluation

The evaluation consists of four different parts:

• Theoretical exam (40%). (The exam model is different from continuous assessment).
• Final project (30%). Analysis of relevant programs of a contemporary television product (DTT or platform).
• Documentary research work (15%). Review of a minimum of three scientific articles on Global Television Formats in Europe.
• Interview with a TV news professional about access to primary sources of information in production routines (15%).

The date of the theoretical exam and the delivery of the evaluable activities is January 15th, from 9 a.m. to 12 p.m.

Re-evaluation: Continuous Assessment
a) According to regulations, in order to participate in the catch-up process, students must have been previously assessed at least 2/3 of the total evaluable activities of the subject.
b) The theory can only be recovered if the student has obtained a grade lower than 5 in the exam. The examen will consist of a written test to evaluate theoretical knowledge.

Re-evaluation: Single evaluation

a) According to regulations, in order to participate in the catch-up process, students must have been previously assessed at least 2/3 of the total evaluable activities of the subject.
b) The theory can only be recovered if the student has obtained a grade lower than 5 in the exam. The examen will consist of a written testto evaluate theoretical knowledge.

Bibliography

Elementary Bibliography

Beck, Daniel; Hellmueller, Lea; Aeschbacher, Nina (2012). "Factual Entertainment and Reality TV". En Communication Research Trends, vol. 31 (2), 4-27.

Bignelli, Jonathan (2004). An Introduction to Television Studies. London: Routledge.

Casetti, Francesco; Di Chio, Frederico (1999). Análisis de la televisión: instrumentos, métodos y prácticas de investigación. Barcelona: Paidós.

Esser, Andrea (2012). "The format business: Franchising television content". En International Journal of Digital Television, vol. 4 (2), 141-158.

Gray, Jonathan; Lotz, Amanda (2012). Television Studies. Cambridge/Malden: Polity Press.

Grainge, Paul (ed.). Ephemral Media. Transitory Screen Culture from Television to YouTube. London: Palgrave Macmillan, British Film Institute.

Jenkins, Henry (2006). Convergence Culture: Where Old and New Media Collide. New York, London: New York University Press.

Lotz, Amanda (2009). Beyond prime time: Television programming in the post-network era. New York: Routledge.

Navarro, Celina; Garcia-Muñoz, Nuria; Delgado, Matilde (2022). Local fiction series: the value of European Public Service Media (1990-2020). Medua, Culture & Society, 1-17. https://doi.org/10.1177/01634437211069972

Prado, Emili; Delgado, Matilde; García-Muñoz, Núria; Monclús, Belén; Navarro, Celina (2020). "General-television programming in Europe (UE5): Public versus commercial channels". El profesional de la información, v.29, n. 2, e290204. https://doi.org/10.3145/epi.2020.mar.04.

Spigel, Lynn; Olsson, Jan (eds.) (2004). Television after TV. Essays on a medium in transition. Durham/London: Duke University Press. https://30pubtv.com/

Tay, Jinna; Turner, Graeme (2009). Television Studies after TV: Understanding Televisionin the Post-broadcast Era. London, New York: Routledge.

Vande Berg, Lea; Wenner, Lawrence; Gronbeck,Bruce (1998). Critical approaches to television. Boston/New York: Houghton Mifflin Company.

Van Dijck, José (2009). "Users like you? Theorizing agency in user-generated content". En Media, Culture & Society, 31(1), 41-58. https://doi.org/10.1177/0163443708098245

Complementary bibliography and audiovisual material on the topics covered will be offered throughout the classes.

Software

Text Edition (Word o similar)
Presentations (Powerpoint o similar)
Spreadsheets (Excel o similar)

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	41	Catalan	first semester	morning-mixed
(TE) Theory	4	Catalan	first semester	morning-mixed