

Theory of Audiovisual Genres

Code: 103069
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501928 Audiovisual Communication	OB	2

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

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:

- Radio and television programming
- Television Genres
- Advertising Genres
- Film Genres
- Interactive Genres

Objectives

1. Know the basics of the main audiovisual genres, based on the origins, evolution, taxonomies, audiences, and audiovisual industry.
2. Understand the relationship between audiovisual genres and social, cultural, economic, and technological contexts, among others.
3. Understand the role of audiovisual references in the creation of content and the identities of audiences (local and global).
4. Describe and analyze audiovisual trends in relation to genres, content, and formats.

Learning Outcomes

1. KM14 (Knowledge) To identify the functions and characteristics of composition and expression in the main audiovisual genres.
2. SM14 (Skill) To demonstrate the skills necessary to create content adapted to each audiovisual genre.
3. SM15 (Skill) To apply imagination and creativity in content creation.

Content

Approach to the theory of genre.

Genres in the audio-visual market, programming, and multi-platform.

Genres and audience identity.

Genres and formats.

Film genres.

The radio genres.

Television genres.

Advertising genres.

The interactive genres.

Fundamental features of the consolidated genres in the audio-visual context.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical	22	0.88	
Seminars	15	0.6	
Theoretical classes	15	0.6	
Type: Supervised			
Tutorials	10.5	0.42	
Type: Autonomous			
Autonomous work	82.5	3.3	

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

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. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

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

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project and pitch	40%	1	0.04	KM14, SM14, SM15
Seminars and participation	30%	3	0.12	KM14, SM14, SM15
Theoretical exam	30%	1	0.04	KM14, SM14, SM15

Continuous Assessment

The evaluation consists of three different parts:

- Theoretical exam (30%).
- Project and pitch (group activity) (40%).
- Seminars and participation (30%).

Students who have a minimum grade of 3 and less than 5 will be able to submit to the tests of recovery of the theoretical exam and the coursework.

Single evaluation

The evaluation consists of four different parts:

- Theoretical exam (40%). (The exam model is different from continuous assessment).
- Research and analysis work (30%). Analysis of the differences and similarities of five radio or television programs of different genres.
- Documentary research work (15%). Review of a minimum of four scientific articles on infotainment in Europe and the USA.
- Documented report on the evolution of advertising genres in the digital age, with samples of the different genres (15%).

The date of the theoretical exam and the delivery of the evaluable activities is June 4th, from 12 p.m. to 15 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 test to evaluate theoretical knowledge.

Bibliography

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- Sánchez Noriega, Jose Luis (2005). *Historia del Cine. Teoría y géneros cinematográficos, fotografía y televisión*. Madrid: Alianza.
- Silberblatt, Alec. (2007). *Genre Studies in Mass Media*. M.E. London: Sharpe.
- Soengas, Xose (2003). *Informativos radiofónicos*. Madrid, Cátedra.
- Links to the audiovisual content of each theme will be provided during 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	second semester	morning-mixed
(SEM) Seminars	42	Catalan	second semester	morning-mixed
(TE) Theory	4	Catalan	second semester	morning-mixed