

Basic Communication Technologies

Code: 104784
ECTS Credits: 6

2024/2025

Degree	Type	Year
2503868 Communication in Organisations	OB	1

Contact

Name: Luisa del Carmen Martínez García

Email: luisa.martinez@uab.cat

Teaching groups languages

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

Prerequisites

To do this subject, reading comprehension (Spanish and English), communication and writing skills in Spanish and Catalan are required, appropriate to a first year of university studies. In a complementary way, for a better use of the subject, students must have basic notions of audio and video editing.

Objectives and Contextualisation

The subject is located within the subject Creation, realization and content management, taught in the first and second year of the degree.

As defined in the study plan, the objective of this subject is to introduce students to the physical basics of the image, audiovisual and sound media. From its processing, to the explanation of the different formats and standards. In addition, the basic notions of work routines on a television set, in a radio booth and in a video editing room will be exposed.

Competences

- Adapt the communication generated by the organisation itself to the language of the traditional and digital Media.
- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Find what is substantial and relevant in documents within the subject.
3. Perform communicative activities in written, audio, audiovisual and digital formats.
4. Prepare audio and audiovisual documents to be sent to mainstream journalists or used in the organisation's own media.
5. Produce audio and audiovisual documents for any type of medium, on issues affecting or introduced by organisations.
6. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
7. Submit course assignments on time, showing the individual or group planning involved.
8. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

1. Audiovisual Technology: Basic Concepts

1.1 Concept of Technique and Technology

1.2 Audiovisual Technologies

2. Sound: physical characteristics

2.1 Sound recording and playback

2.2 Basic sound production routines

3. The video: physical characteristics

3.1 Audiovisual recording and playback

3.2 Basic audiovisual production routines

4. Audiovisual and sound composition

4.1 Image composition: planes, composition and movements

4.2 Sound composition: intensity, pitch, timbre and sound planes

5. Editing: Basics

5.1 Figures of sound montage

5.2 Audiovisual cutting and transitions

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master class	15	0.6	1, 2
Seminary	9	0.36	8, 2

Type: Supervised

Tutorials	12	0.48	7, 3
Type: Autonomous			
Preparation for practices at the television set	18	0.72	7, 3, 5
Preparation for radio practices	18	0.72	1, 4, 7, 6, 5, 8
Readings	16	0.64	8, 2
Study	20	0.8	1, 3, 2

The subject will consist of lectures, seminars, practices on the television set and in radio studios. In addition, content production on mobile devices.

The objective of the practices is to become familiar with the basic techniques of manipulating the Faculty's equipment (audiovisual and sound) and mobile technological innovations, as well as acquiring basic knowledge of editing.

The students will work in groups, organized by the teacher responsible for the subject, to carry out the laboratory practices.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	3	0.12	1, 7, 8, 2
Laboratory practices	50%	33	1.32	4, 7, 3, 6, 5, 8
Seminary	20%	6	0.24	1, 7, 8, 2

The evaluation activities are:

- A) Exam, 30%
- B) Laboratory practices (television and radio) 50%
- C) Participation in seminars 20%

To pass the subject, it is necessary to obtain a minimum grade of 5 in each of the evaluation activities (A, B and C).

The detailed calendar with the content of the different sessions will be exposed on the day of the presentation of the subject and will be published on the Virtual Campus.

Students will have the right to retake the subject as long as they have participated in all the evaluation activities. In order to be able to take the retake of the subject, students must obtain a minimum average grade of 3.5. The exam and practices are subject to re-evaluation. Seminars are excluded from the recovery process.

This subject does not provide for single assessment.

Bibliography

Basic bibliography:

Beutler, Roland. (2016). *Evolution of broadcast content distribution*. Springer.

Chie, S., Zambrano, M., & Medina, C. (2016). Estándares actuales de televisión digital: Una breve reseña. *Prisma Tecnológico*, 6(1), 19-23. Recuperado a partir de <https://revistas.utp.ac.pa/index.php/prisma/article/view/606>

Bonet, Montse. (coord.) (2016). *El imperio del aire. Espectro radioeléctrico y radiodifusión*. Barcelona: UOC.

Cardon, Dominique. (2018). *Con que sueñan los algoritmos: nuestros sueños en el tiempo de los big data*. Madrid: Dado ediciones.

Castillo, José Maria (2016). *Televisión, Realización y Lenguaje Audiovisual*. Madrid: IORTV.

Domínguez, Juan José. (2019). *Teoría y técnica del sonido*. Madrid: Editorial Síntesis

Fernández-Quijada, David. (2011). *Medi@TIC. Anàlisi de casos de tecnologia i mitjans*. Barcelona: Editorial UOC.

Fernández-Quijada, David. (2013). *La innovación tecnológica. Creación, difusión y adopción de las TIC*. Barcelona: UOC.

Fernández-Lores, S., Martínez-Navarro, G., & Gavilán, D. (2021). Factores de éxito en las webs de contenidos audiovisuales. Análisis cualitativo comparado. *Profesional De La información*, 29(6). <https://doi.org/10.3145/epi.2020.nov.39>

Gutiérrez García, María & Perona Páez, Juan José (2002). *Teoría y técnica del lenguaje radiofónico / M. Gutiérrez García, J.J. Perona Páez; prólogo de Ramon Pellicer*. Bosch.

López-García, Xosé; Silva-Rodríguez, Alba; Vázquez-Herrero, Jorge (2023). "Evolution, trends and future of native media: From avant-garde to the epicenter of the communications ecosystem". *Profesional de la información*, v. 32, n. 2, e320202.

López Martínez, A. (2022) Estudio por operador del mantenimiento, cobertura, costes e interferencias del despliegue 4G en España. Recuperado a partir de <http://hdl.handle.net/10017/52150>

Martínez Pinzón, G. (2018) Compartición del Espectro Radioeléctrico entre Tecnologías Inalámbricas de Última Generación en la Banda de la Televisión Digital Terrestre. Recuperado a partir de <https://riunet.upv.es/handle/10251/102644?show=full>

McStay, Andrew. (2010). *Digital Advertising*. Basingstoke: Palgrave Macmillan.

Morales Morante, Fernando (2013). *Montaje audiovisual: teoría, técnica y métodos de control / Fernando Morales Morante*.

Further reading:

Martínez Abadía, José. (2005). *Manual básico de tecnología audiovisual y técnicas de creación, emisión y difusión de contenidos*. Barcelona: Paidós.

Neira, Elena. (2015). *La otra pantalla*. Barcelona: Editorial UOC.

Niqui, Cinto. (2011). *Fonaments i usos de tecnologia audiovisual digital*. Barcelona: Editorial UOC.

Peirano, Marta. (2019). *El enemigo conoce el sistema*. Madrid: Debate.

Note

Recent articles will be indicated for the development of each seminar.

Software

Mandatory software

Audacity for audio editing

Recommended software

DaVinci Resolve for video editing

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	71	Spanish	first semester	afternoon
(PLAB) Practical laboratories	72	Spanish	first semester	afternoon
(TE) Theory	7	Spanish	first semester	afternoon