UAB
Universitat Autònoma de Barcelona

Writing and Audiovisual Communication Techniques in Organisations

Code: 104786
ECTS Credits: 12

2025/2026

Degree	Type	Year
Communication in Organisations	OB	2

Contact

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Teachers

Josep Maria Blanco Pont

Teaching groups languages

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

Prerequisites

Students must acquire autonomously (with occasional support from teachers) basic knowledge of certain software, such as text editors, video editors, audio editors (Audacity), and network tools such as the Google environment (google docs, gmail ...) and hostings like Youtube, Vimeo or Soundcloud.

Objectives and Contextualisation

To provide the theoretical and practical tools that make it possible to improve the processes of writing, use and continuous improvement of writing in the organizations in which we are immersed.
Know the characteristics of the different audiovisual formats of corporate communication, their uses and their relationship with audiences.
Know the tools and techniques of audiovisual narration and apply them in a creative and efficient way to the construction of messages and contents designed for any type of public and support.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- 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.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- 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. Assess how stereotypes and gender roles impact professional practice.
2. Communicate using language that is not sexist or discriminatory.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Find what is substantial and relevant in documents within the subject.
5. Perform communicative activities in written, audio, audiovisual and digital formats.
6. Prepare audio and audiovisual documents to be sent to mainstream journalists or used in the organisation's own media.
7. Prepare press statements, packs, reports and other types of documents to be sent to mainstream journalists or used in the organisation's own media.
8. Produce audio and audiovisual documents for any type of medium, on issues affecting or introduced by organisations.
9. Propose new methods or well-founded alternative solutions.
10. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
11. Propose projects and actions that incorporate the gender perspective.
12. Recognise the complexity of freedom of expression and the limits to it when producing information documents for any type of medium.
13. Submit course assignments on time, showing the individual or group planning involved.
14. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.

Content

DRAFTING AND SCRIPTING
Text writing techniques for various audiovisual formats
Sound, audiovisual and multimedia script models and styles
AUDIOVISUAL NARRATIVE
Story building and content treatment
Creation and production processes in the organizational environment
SOUND CREATION
Sound language, montage and corporate formats
AUDIOVISUAL CREATION
Audiovisual language, editing and corporate fortmats
Project development
MESSAGE TESTING
Communicative efficacy, methods of validation and perception of stories and content
Surveys, focus groups, experiments

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Description and analysis of audiovisual pieces	20	0.8	6, 7, 5, 14
Exhibition sessions	40	1.6	3, 5, 12, 14, 4
Production of audiovisual pieces	130	5.2	2, 3, 6, 7, 13, 9, 10, 11, 5, 12, 8, 1
Type: Supervised			
Monitoring of organizational audiovisual productions	10	0.4	6, 7, 5, 8, 14
Type: Autonomous			
Audiovisual readings, viewing and analysis	10	0.4	3, 6, 13, 5, 14, 4
Preparation of laboratory practices and work	10	0.4	2, 13, 10, 11, 5, 14, 1

The teaching methodology of the theoretical sessions is based on the expository method. These sessions use audiovisual resources as pedagogical support and work on the use of the question as a tool to promote the synthesis or the evaluation of central issues.

The guided practice sessions are aimed at guiding students in the processes of analysis of the techniques of writing and making organizational pieces. This task seeks the application of the contents worked in the exhibition sessions and the autonomous activities of reading and analysis of written texts and viewing of audiovisual materials.

The laboratory practice sessions will work on aspects related to audiovisual creation and production, paying specific attention to the use of languages and narratives in organizational audiovisual formats.

With the tutorials, as a supervised activity, a task of accompaniment and support of the students is done, individually or in small work teams, for the application of the knowledge acquired in the autonomous and directed activities.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include acritical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

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
Course work (CW)	20%	20	0.8	3, 6, 7, 13, 5, 12, 8, 14
Individual works (IW)	10%	15	0.6	2, 3, 6, 7, 13, 9, 5, 12, 8, 14
Laboratory practices (LP)	40%	40	1.6	2, 6, 7, 13, 10, 11, 5, 12, 8, 1
Theoretical tests (TT)	30%	5	0.2	13, 12, 14, 4

THE EVALUATION ACTIVITIES ARE:
- Activity A, THEORETICAL TESTS (PT): 30% on the final qualification
- Activity B, LABORATORY PRACTICES (PL): 40% on the final grade
- Activity C, COURSE WORK (TC): 20% on the final grade
- Activity D, INDIVIDUAL WORK (IT): 10% on the final grade
In order to pass the course, you must have a minimum grade of 5 in all activities. If any of the sections does not reach 5, the average will not be calculated and the subject will not be passed. However, students will be able to re-evaluate PTs, TCs or ITs.
The PLs will not be able to be re-evaluated as these are competencies and skills acquired throughout the course that cannot be assessed in a re-assessment test.
Recovery:
Students who have participated in the continuous assessment and who do not pass the PA, IT or TC, will be able to recover as long as they have obtained a minimum grade of 3.5 points in the activity they have suspended.
PAs are re-evaluated with a new PA. TC and IT will be re-evaluated by repeating the failed tests.
In the case of a second registration, students will be able to take a single synthesis test. The grade of the subject will correspond to the grade of the synthesis test.
Single assessment system:
This subject doesn't provide for the single assessment system
Plagiarism:
If a student commits any irregularity that could lead to a significant change in the grade of an assessment activity, that assessment activity will be awarded a mark of 0, regardless of any disciplinary proceedings that may be initiated. If multiple irregularities occur in the assessment activities of the same subject, the final grade for that subject will be 0.

Bibliography

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Complementary Bibliografy:
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Software

Software racommended to take practiques
Audio Edition: Audacity
Video edition: Adobe Premier, Da Vinci

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	71	Catalan	annual	afternoon
(PLAB) Practical laboratories	72	Catalan	annual	afternoon
(TE) Theory	7	Catalan	annual	afternoon