UAB
Universitat Autònoma de Barcelona

Production and Expression of Audiovisual Genres

Code: 104987
ECTS Credits: 12

2025/2026

Degree	Type	Year
Journalism	OB	2

Contact

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Teaching groups languages

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

Prerequisites

The course doesn't have specific prerequisites, but it is considered as a continuity of the specialised subjects such as *Audiovisual Languages, Basics of Journalism Technology* and *Writing and Voice Recording in Audiovisual Media.*

Classes are taught in Catalan and/or Spanish. Students must have extensive knowledge of these languages to follow the course and to perform the practical exercises.

Objectives and Contextualisation

The course is integrated into the topic "Journalistic production". This topic in the Journalism Degree consists of the following contents:

- *Basics of Journalism Technology* OB
- *Production, Expression and Design of Journalistic Products* OB
- *Production and Expression of Audiovisual Genres* (our subject) OB
- *Design and Visual Composition* OT
- *Photojournalism* OT
- *Multi-platform Journalistic Production (UAB Campus Media)* OT

The course, within the training block, is aimed at providing the general concepts and the theoretical foundations for the conception and the production of radio and TV news, interviews and reports.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- 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 effectively.

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- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- 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 in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
2. Appraise the use of design in the media as a support for relaying information in the press, radio, television and multimedia.
3. Be familiar with and professionally use the necessary voice and image recording tools.
4. Communicate using language that is not sexist or discriminatory.
5. Critically analyse the principles, values and procedures that govern the exercise of the profession.
6. Explain the explicit or implicit code of practice of one's own area of knowledge.
7. Identify and distinguish the technical requirements necessary to relay information in the language characteristic of each communication medium (press, audiovisual, multimedia).
8. Identify situations in which a change or improvement is needed.
9. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
10. Manage time effectively.
11. Propose new methods or well-founded alternative solutions.
12. Propose projects and actions that incorporate the gender perspective.
13. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
14. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
15. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
16. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
17. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
18. Use Internet's communication resources properly.
19. Use one's imagination with flexibility, originality and ease.

Content

The main contents of the subject will be developed around the following thematical axis:

- Informative audio-visual genders. The roles of media journalism in the era of social media
- Radio and television news gathering

- Radio and television dialogic genres
- Radio and television reports

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.

The course will foster gender perspective in all its activities.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	75	3	3, 7, 18, 2
Theoretical classes	30	1.2	7, 2
Type: Supervised			
Attendance to tuttoring	15	0.6	3, 7
Type: Autonomous			
Preparing and realization of works	165	6.6	3, 7, 18, 2

The sessions of the course will be developed through different types of activities, grouped in master classes, seminars and laboratory practices.

The practices will take place in TV and radio studies as well as in the editing rooms.

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

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

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 eective course monitoring. Should the teaching modality change for reasons of force majeure according to the
competent authorities, the teaching sta will inform students of any modifications to the course schedule and teaching 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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes

Practices	50%	8	0.32	5, 1, 19, 4, 3, 13, 6, 10, 7, 9, 8, 11, 12, 17, 16, 14, 15, 18, 2
Seminars (participation and written exercices)	20%	4	0.16	7, 18, 2
Theory exam	30%	3	0.12	7, 2

The acquisition of skills and knowledges of *Production and Expression of Audiovisual Genres* course, will be assessed through different methods:

- Written exam, 30% in the final grade

- Laboratory practices, 50% in the final grade

- Exercises commissioned in the seminars, 20% in the final grade

To pass the subject, it is essential to have participated in the three types of evaluation activities proposed. In the event of compulsory absence, this must be justified to the teacher as soon as possible.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of his/her qualification of any evaluation act, will be qualified with a 0 on this particular act of evaluation. In the case of presenting several irregularities, the final grade of the course will be 0.

Reassessment

The student will be entitled to the revaluation of the course if he or she has been evaluated on a set of activities the weight of which equals to a minimum of 2/3 of the total grade, considering that:

- To have access to this reassessment, the previous grades should be equal or greater than 3.5

- It won't be possible to recover individually those failed practices made in group

- Only practices that have been previously performed and have been suspended can be reassessed

- The recovery must be requested from the responsible teachers in the terms established after communicating the evaluation notes.

The results obtained in the reassessment will be the final score for the part assessed in the reevaluation.

This course/module does not provide for a single-assessment system.

2nd enrolment

In the case of a second enrolment, students can do a singel synthesis exam/assignment will consist of test exam. The gradingof the subject will correspond to the grade of the text exam.

Plagiarism

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

AI, prohibited use: In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage or exam. Any assignment containing content generated by AI 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.

Bibliography

Basic bibliography

- Balsebre, Armand; Mateu, Manuel i Vidal, David (1998). La entrevista en radio, televisión y prensa, Madrid: Cátedra

- Cebrián Herreros, Mariano (1992): Géneros informativos audiovisuales: radio, televisión, periodismo gráfico, cine, video , Madrid: Editorial Ciencia 3 Distribución

- Comas, Eva (2009) La ràdio en essència: els sons de la realitat a la ràdio informativa, Barcelona: Trípodos - Facultat de Comunicació Blanquerna

- López, Celestino J. i Prósper, José (1999) : Elaboración de noticias y reportajes audiovisuales, València: Fundación Universitaria San Pablo CEU

- Oliva, Llúcia i Sitjà, Xavier (2007) Las noticies en radio y televisión: periodismo audiovisual en el siglo XXI, Omega, Barcelona

- Rodero, Emma (2001) : Manual práctico para la realización de entrevistas y reportajes para la radio, Libreria Cervantes, Salamanca.

- Vilalta, Jaume (2006): El espíritu del reportaje, Barcelona: Publicacions i Edicions de la Universitat de Barcelona

Further reading

- Arfuch, Leonor (2004). La entrevista, una invención dialógica, Barcelona: Ediciones Paidós

- Barroso, Jaime (2009). Realización de documentales y reportajes: Técnicas y estrategias del rodaje en el campo, Madrid: Síntesis

- Brichs, Xavier (2004). Reflejos de la realidad. Así son y así se hacen los mejores programas de reportajes de la televisión, Barcelona: Ed. Cims/Midac

- De Latorre, Blanca i Llauradó, Ester (1999). Una imatge val més. La feina de l'ENG-videoperiodisme, Barcelona: Ed. Pòrtic

- Fernández, Federico i Martínez, José (2004). Manual básico de lenguaje y narrativa audiovisual, Barcelona: Ediciones Paidós

- Halperin, Jorge (2004): La entrevista periodística. Intimidades de la conversación pública, Barcelona: Ediciones Paidós

- Marin, Carles (coord.) (2017). Reporterismo de televisión. Guia de buenas prácticas del reportero audiovisual Barcelona: Gedisa

- Martínez Costa, M. Pilar i Herrera, Susana (2008) La crónica radiofónica, Madrid: Ediciones IORTV

- Martínez Costa, M. Pilar (coord.) (2002). Información radiofònica, Barcelona: Ariel Comunicación

- Vilalta, Jaume (2007). El reportero en acción. Noticia, reportaje y documental en televisión, Barcelona: Publicacions i Edicions de la Universitat de Barcelona

Software

Specific audio and video editing software will be used.

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	11	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	12	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	13	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	21	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	22	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	23	Catalan	annual	morning-mixed
(TE) Theory	1	Catalan	annual	morning-mixed
(TE) Theory	2	Catalan	annual	morning-mixed