

Degree programme	Type	Course
Audiovisual Communication	OB	2

Contact lecturer

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Prerequisites

Group languages

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

Objectives

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

- KM14 (To identify the functions and characteristics of composition and expression in the main audiovisual genres.) To identify the functions and characteristics of composition and expression in the main audiovisual genres.
- SM14 (To demonstrate the skills necessary to create content adapted to each audiovisual genre.) To

- demonstrate the skills necessary to create content adapted to each audiovisual genre.
- SM15 (To apply imagination and creativity in content creation.) To apply imagination and creativity in content creation.

Contents

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.

Genres in the process of creating audiovisual content.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Seminars	15	0.6	KM14, SM14, SM15
Tutorials	10.5	0.42	KM14, SM14, SM15
Theoretical classes	15	0.6	KM14, SM14, SM15
Practical	22	0.88	KM14, SM14, SM15
Autonomous work	82.5	3.3	KM14, SM14, SM15

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 deemed appropriate by the instructors, and any necessary information for the proper follow-up of the subject.

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.

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

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

Continuous Assessment

The evaluation consists of three parts:

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

Only students with a minimum grade of 3 will be able to take the make-up tests for the theoretical exam.

Single evaluation

The evaluation consists of four 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 16th, 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) It is possible to recover the theory, if the student has taken the theoretical test and has obtained a grade higher than 3. The exam will consist of a written test to assess 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) It is possible to recover the theory, if the student has taken the theoretical test and has obtained a grade higher than 3. The exam will consist of a written test to assess theoretical knowledge.

AI

For this subject, the use of Artificial Intelligence (AI) technologies is permitted exclusively for tasks specified by the teaching team. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a critical reflection on how AI has influenced the process and final outcome 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.

Not assessable

Students who have completed less than 2/3 of the assessment activities will be considered "not assessable".

Plagiarism

Suppose a student engages in any form of misconduct that could significantly affect the outcome of an assessment. In that case, they will receive a grade of zero for that particular assessment, regardless of any disciplinary actions that may follow. If multiple instances of misconduct are detected across different assessment components of the same course, the student will receive a final grade of zero for the entire subject

Bibliography

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Atorresi, Ana (1999). *Los géneros radiofónicos*. Argentina: Colihue.

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Silberblatt, Alec. (2007). Genre Studies in Mass Media. M.E. London: Sharpe.

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Van Dijck, Jose, Poell, Thomas, & Waal, Martijn. (2018). The platform society: Public values in a connective world. Oxford University Press.

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)

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	4	Catalan	second semester	morning-mixed
(SEM) Seminars	41	Catalan	second semester	morning-mixed
(SEM) Seminars	42	Catalan	second semester	morning-mixed
(SEM) Seminars	43	Spanish	second semester	morning-mixed