



## Teaching Guide

Identifying Data					2022/23
Subject (*)	Audiovisual Analysis	Code	616G01021		
Study programme	Grao en Comunicación Audiovisual				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Third	Obligatory	6	
Language	Spanish				
Teaching method	Face-to-face				
Prerequisites					
Department	Socioloxía e Ciencias da Comunicación				
Coordinador	López Garrido, Mercedes Marina	E-mail	mercedes.lopez@udc.es		
Lecturers	López Garrido, Mercedes Marina	E-mail	mercedes.lopez@udc.es		
Web					
General description	Theories of information and communication and analysis techniques of the audiovisual work.				

## Study programme competences / results

Code	Study programme competences / results
A1	Comunicar mensaxes audiovisuais.
A4	Investigar e analizar a comunicación audiovisual.
A5	Coñecer as teorías e a historia da comunicación audiovisual.
A6	Coñecer o sector audiovisual: a oferta e as audiencias.
A11	Coñecer as metodoloxías de investigación e análise.
A12	Coñecer os principais códigos da mensaxe audiovisual.
B9	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida e solidaria capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C1	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C2	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C3	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C4	Valorar a importancia que ten a investigación, innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

## Learning outcomes

Learning outcomes	Study programme competences / results		
	A11		
	A1	B9	C1
	A4		C2
	A5		C3
	A6		C4
	A12		

## Contents

Topic	Sub-topic
1. Methodologies of analysis of audiovisual messages	Main theories of communication and information. Perspectives from which the audiovisual analysis is carried out.
2. Analysis of audiovisual information.	Rhetorical, discursive, narrative and semiotic analysis of informative audiovisual products.



3. Persuasive audiovisual product analysis	Rhetorical, discursive, narrative and semiotic analysis of persuasive audiovisual products.
4. Analysis of the audiovisual entertainment product.	Rhetorical, discursive, narrative and semiotic analysis of audiovisual entertainment and fiction products.
5. Critical analysis of manipulation and disinformation strategies	The audiovisual message as a tool of power
6. Ethical analysis of the audiovisual product	Ethical responsibility of the creator of informative, persuasive and entertainment audiovisual products.

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student's personal work hours	Total hours
Introductory activities	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	5	0	5
Directed discussion	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	25	30	55
Supervised projects	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	0	72	72
Personalized attention		18	0	18

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Introductory activities	Cada sesión presencial contará con 20 minutos de introdución na que se plantexarán as ferramentas teóricas necesarias para realizar a análise audiovisual.
Directed discussion	Cada sesión constará de 100 minutos de discusión dirixida sobre o produto audiovisual que se analiza.
Supervised projects	Cada participante poderá facer traballos tutelados de análise de produtos audiovisuais que se estudarán en clase e un traballo final obrigatorio para superar a materia.

Personalized attention	
Methodologies	Description
Supervised projects	Appointment

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Directed discussion	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	Avaliación continua en función da participación nos debates, a entrega de traballos de análise para o seu estudo en clase e da resposta a preguntas concretas durante a análise.	50
Supervised projects	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	Entrega dunha análise audiovisual final.	50

Assessment comments
In case of not participating in the directed discussions, the subject will be evaluated 100% in a single delivery of an audiovisual analysis, which consists of the two official opportunities.

Sources of information



<b>Basic</b>	<ul style="list-style-type: none"><li>- WATZLAWICK, Paul (1994). ¿Es real la realidad?. Barcelona: Herder</li><li>- SÁNCHEZ NORIEGA, José Luis (1997). Crítica de la seducción mediática. Madrid: Tecnos</li><li>- KAPFERER, Jean-Noël (1989). Rumores. Plaza y Janés</li><li>- Igartua Perosanz, Juan José (2006). Métodos cuantitativos de investigación en comunicación. Bosch</li><li>- Gutiérrez San Miguel, Begoña (2006). Teoría de la narración audiovisual. Madrid: Cátedra</li><li>- Herrero, Julio César (Ed.) (2009). Manual de Teoría de la Información y de la Comunicación. Madrid: Universitas</li><li>- Bordwell, David (2002). El arte audiovisual: una introducción. Barcelona: Paidós Ibérica</li><li>- VILCHES, Lorenzo (1989). Manipulación de la información televisiva. Barcelona: Paidós</li><li>- JACQUARD, Roland, (1988). La Desinformación: una manipulación del poder . Madrid Espasa Calpe</li></ul>
<b>Complementary</b>	<ul style="list-style-type: none"><li>- Torres, Pep (2011). EL ARTE DEL RUIDO. BARCELONA: PLATAFORMA EDITORIAL</li><li>- (1999-2006). EL ALA OESTE DE LA CASA BLANCA.</li><li>- (1989-2011). LOS SIMPSON.</li><li>- KAREL, WILLIAM (2002). OPERACIÓN LUNA.</li><li>- LASSETER, JOHN (1995). TOY STORY.</li><li>- WILDER, BILLY (1974). PRIMERA PLANA.</li><li>- JOSEPH, PETER (2007). ZEITGEIST, LA PELÍCULA.</li><li>- FERGUSON, CHARLES (2010). INSIDE JOB.</li><li>- Docter, Peter (2009). UP.</li><li>- Reitman, Jason (2005). Gracias por fumar.</li></ul>

## Recommendations

### Subjects that it is recommended to have taken before

### Subjects that are recommended to be taken simultaneously

Cinematography Direction and Lighting/616G01022

Theory and Practice of Editing/616G01023

3D Infography1/616G01024

Art Direction and Production Design/616G01025

### Subjects that continue the syllabus

### Other comments

It is advisable to have a sufficient level in the Spanish language to be able to participate in the debates

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