



Teaching Guide

Identifying Data				2024/25
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	Formoso Barro, María Josefa	E-mail	m.formoso@udc.es	
Lecturers	Formoso Barro, María Josefa	E-mail	m.formoso@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		
Coñecer a estrutura interna da mensaxe informativa e da mensaxe persuasiva.	A11 A12		
Coñecer as estratexias de manipulación e desinformación.	A1 A4 A5 A6 A12	B9	C1 C2 C3 C4
Coñecer as metodoloxías de análise das mensaxes audiovisuais e a influencia nos medios audiovisuais.	A4 A5 A6 A11 A12	B9	C3

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
Guest lecture / keynote speech	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	22	61	83
Mixed objective/subjective test	A1 A4 A5 A11 A12 C2 C3 C4	3	0	3
Document analysis	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	21	41	62
Personalized attention		2	0	2

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

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	Oral presentation complemented by the use of audiovisual media and the introduction of some questions addressed to students, with the aim of transmitting knowledge and facilitating learning
Mixed objective/subjective test	Test that integrates essay test type questions and objective test type questions. As for the first, it includes open development questions; The latter can combine multiple response, ordering, short answer, discrimination, completion and/or association questions.
Document analysis	Methodological technique that involves the use of audiovisual and/or bibliographic documents (fragments of documentary reports or films, current news, graphic panels, photographs, articles, etc.) relevant to the subject matter with activities specifically designed for their analysis.

Personalized attention	
Methodologies	Description
Mixed objective/subjective test Guest lecture / keynote speech	Tutoring by appointment via email

Assessment			
Methodologies	Competencies / Results	Description	Qualification



Mixed objective/subjective test	A1 A4 A5 A11 A12 C2 C3 C4	Prove that it integrates test questions and objective questions. In first singing, collect open questions of development; The latter can combine multiple response questions, ordering questions, short answer questions, discrimination, to complete the association e/ou.	30
Document analysis	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	Analysis test of some type of audiovisual document according to the instructions of the statement proposed by the teacher.	70

Assessment comments

It is an eminently practical subject. 30% of the total evaluation comes from objective tests on the theory taught in the classes, which may also include a practical application. The remaining 70%

corresponds to the evaluation of the practices carried out in class (individually/in groups)

To pass the subject it is necessary to pass the practical work proposed in class and pass the objective test.

Students with academic exemption, second chance and December call

Students with an academic exemption will be evaluated based on the same two criteria.

In case of suspension, the assessment of the second opportunity and the extraordinary call will be identical.

Plagiarism

The fraudulent

completion of tests or evaluation activities, once accredited, will directly imply the qualification of suspension in the call in question: the student will be graded with "support" (numerical grade 0) in the call corresponding to the academic year, both the commission occurs both at the first opportunity and at the second. To do this, your grade in the minutes will be changed at the first opportunity, if applicable.

Students must consult the Virtual Campus (Moodle) weekly, since this will be the space through which all the necessary information about the subject will be communicated: documents, notices and grades.

Sources of information

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

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.