UNIVERSIDADE DA CORUÑA

Teaching Guide					
Identifying Data					2021/22
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	Hybrid				
Prerequisites					
Department	Socioloxía e Ciencias da Comunicación				
Coordinador	Sanjuan Perez, Antonio		E-mail	antonio.sanjuan@udc.es	
Lecturers	Sanjuan Perez, Antonio		E-mail	antonio.sanjuan@udc.es	
Web					
General description	Theories of information and communication and analysis techniques of the audiovisual work.				
Contingency plan	1. Modifications to the contents there are none. 2. Methodologies *Teaching methodologies that are maintained They all go online automatically *Teaching methodologies that are modified There are no further modifications. 3. Mechanisms for personalized attention to students By Teams, by appointment. 4. Modifications in the evaluation Are not necessary. *Evaluation observations: No observations 5. Modifications to the bibliography or webgraphy Are not necessary.				

Study programme competences	
Code	Study programme competences
A1	Comunicar mensaxes audiovisuais.
A4	Investigar e analizala comunicación audiovisual.
A5	Coñecelas teorías e a historia da comunicación audiovisual.
A6	Coñecelo sector audiovisual: a oferta e as audiencias.
A11	Coñecelas metodoloxías de investigación e análise.
A12	Coñecelos 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 imprantar solución 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

	A11		
	A1 A4 A5 A6 A12	B9	C1 C2 C3 C4

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**	**Ordinary class hours**	**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 introducción na que se plantearán as ferramentas teóricas necesarias para realizar a análise audiovisual.
Directed discussion	Cada sesión constará de 100 minutos de discusión dirixida sobre o producto audiovisual que se analiza.
Supervised projects	Cada participante poderá facer traballos tutelados de análise de productos audiovisuais que se estudiarán en clase e un traballo final obligatorio para superar a materia.

Personalized attention	
Methodologies	**Description**
Supervised projects	Appointment

Assessment			
Methodologies	**Competencies**	**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 voluntaria de traballos de análise para su estudio en clase e da resposta a preguntas concretas durante o análise.	50
Supervised projects	A1 A4 A5 A6 A11 A12 B9 C1 C2 C3 C4	Entrega dun 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	
Basic	- 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 adiovisual. 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
Complementary	- 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.

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.