VNIVERSITAT ID VALÈNCIA

COURSE DATA

Data Subject	
Code	33411
Name	Interactive communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2020 - 2021

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	3	First term

Subject-matter		
Degree	**Subject-matter**	**Character**
1301 - Degree in Audiovisual Communication	8 - Theory and history of the media and new multimedia formats	Obligatory

Coordination	
Name	**Department**
MESTRE PEREZ, ROSANNA	340 - Language Theory and Communication Sciences

SUMMARY

Interactive Communication offers a general introduction to the characteristics of computer mediated communication (also known as digital, hypertextual or hypermedia communication). This course covers features, performance, expressive possibilities and the most relevant social implications of a means of communication that has the organization of information through hyperlinks as its main characteristic. The study is made from both a theoretical and a practical perspective, so description of concepts is complemented by critical analysis and practical experience in creating interactive content.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prerequisites.

OUTCOMES

LEARNING OUTCOMES

-Ability to analyze information in a critical and reasoned manner to properly structure and integrate ideas and knowledge from different fields.

-Communicate effectively both in writing and orally, knowledge, procedures, results and ideas related to systems and multimedia products.

-Consider economic and social engineering solutions and an awareness of diversity and multiculturalism, and ensure sustainability and respect for human rights and equality between men and women.

-Ability to integrate oneself into working groups and work in multidisciplinary settings, being able to communicate effectively with professionals in all areas.

- Ability to lead working groups properly.

- Ability to organize and plan.

- Ability to adapt to organizational and technological changes.

-Knowledge and ability to understand essential facts, concepts, principles and theories related to multimedia systems including all the disciplines that these systems cover.

-Versatility in adapting to rapidly changing technologies in the field of multimedia, being able to relate them to the appropriate body of theory.

 Knowledge and ability to apply resources, elements, methods and processes of construction and analysis of audiovisual stories both linear and nonlinear, including the design, establishment and development of strategies.

DESCRIPTION OF CONTENTS

1. Introduction

1.1.   Definitions and historical models
1.2.   Conceptual precedents

Introduction to the basic concepts of interactive digital communication from a communicative perspective. Origin and evolution of the main models of interactive formats.
Unit lesson plan: 1 week

Unit lesson plan: 1 week

2. Social Media

2.1.   Web 2.0
2.2.   Weblog

Introduction to the peculiarities of the collaborative, participative and sharing culture favored by the extension in the use of social software through the internet. Identification of the main characteristics of some key models of interactive communication. Current trends on the web: semantic web, geolocation, data mining, big data ... Content creation with interactive tools.
Unit lesson plan: 3 weeks

3. Interactive creativity and interactive narrative

3.1.   Digital Narrative
3.2.   Video Games
3.3.   Web documentary

Introduction to three forms of interactive expression with an aesthetic and narrative purpose such as interactive narrative, video games and interactive documentary. Study of some relevant constitutive features: main models, multilinear reading structures, etc. Introduction to ludology and gamification. Case studies.
Unit lesson plan: 4 week

4. Media convergence

4.1.   New models of commercial profitability
4.2.   Digital convergence and mass media on the web
4.3.   Interactive advertising and digital marketing

Introduction to major transformations in the value chain (production, distribution, exhibition and consumption) of mass media industry in the current environment of digital society. Description and analysis of new models of commercial exploitation. Peculiarities of interactive advertising and digital

marketing. Case studies.
Unit lesson plan: 4 weeks

5. Social Movements and ICT

5.1. Political movements on the web
5.2. Cyberactivism
Introduction to the use of information and communication technologies by some political and social movements. Uses, functions, strategies and resources used. Mass media products on the internet in the service of socio-political criticism and commitment. Case studies.

Unit lesson plan: 2 weeks

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	60,00	100
Development of group work	50,00	0
Study and independent work	20,00	0
Readings supplementary material	20,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The course *Interactive Communication* includes the following training activities and their distribution conforms to the percentages detailed below:

1. Classtime activities (30% of the time):

1.1. Lecture: focus on the general introduction to the subject and methodological dimensions needed in order to:

- Provide an overview of the content, competencies and skills to be acquired and the acquisition of the most relevant and necessary conceptual boundaries.

- Provide appropriate guidance regarding the treatment of the texts proposed for individual reading, analysisand critical study.

1.2. Individual and group tutoring in order to make inquiries, provide directions and answer questions of a theoretical and methodological nature regarding the matter

1.3.   Students oral presentation of their team work.

1. Individual activities (70% of time):

2.1. Research, consultation and review of the due literature for team work by students.

2.2. Development of the different phases of group work following the established guidelines.

2.3. Preparation, individual and group exhibition of practical work in the classroom.

2.4. Preparation of short tests (1st call) or the final test (2nd call).

The use of Aula Virtual digital platform will complement face-to-face communication. Through the platform, the teacher will distribute some support materials, the descriptors and deadlines of the practices, etc. Students will also use the platform to deliver the practices carried out in due format and deadlines.

It is student's responsibility to be on the day of the face-to-face work done and the information provided in the classroom, or required through the Virtual Classroom or by email from the University of Valencia. This email is the only one that is considered valid for academic student-teacher communication.

EVALUATION

The evaluation of *Interactive Communication* responds to the following sections:

1. Theoretical work: 30%

• Writing short tests (1st call) or a final test (2nd call) including both theoretical and practical issues.

1. Practical activities: 70%

• Collaborative classroom practice: 15%
• Creating and maintaining a group blog: 40%
• Oral presentation of group blog: 10%
• Evaluation of other groups' blog: 5%

In order to pass the course *Interactive Communication* students must pass the theoretical work.

REFERENCES

Basic

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Additional

- ALMIRÓN, N. (2001): De Vannevar Bush a la WWW. Una genealogia de la humanització de les tecnologies: els pares de la interfície gràfica. València: Ed. 3 i 4, versió digital http://www.almiron.org/vannevarbush.html.

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ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

HYBRID LEARNING MODE (BLENDED)

1. Contents

The contents initially collected in the teaching guide are maintained.

2. Workload and teaching schedule

Maintaining the weight of the different activities that add up to the hours of dedication in ECTS credits marked in the original teaching guide. There are no changes.

3. Methodology

1. In-person activities will be kept in person, except 1.3 which will be by BBC synchronous videoconference.2. Non-classroom activities will be maintained using:a. theoretical and theoretical-practical classes with synchronous BBC videoconferencing,b. synchronous BBC and email tutoring,c. distribution of presentations and other materials through Virtual Classroom (AV)d. preparation of tasks in different formats and interactive platforms (videos, written text, blogs ...)e. homework delivery via AV,f. 1.3 oral presentation by BBC synchronous videoconference.

4. Assessment

Both the face-to-face theoretical short tests (or the final proof) and non-face-to-face practical work are maintained.

5. Bibliography

The same.