

**COURSE DATA****Data Subject**

Code	36562
Name	Comunicación interactiva
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	2	First term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	4 - Teoría e historia de los medios audiovisuales y nuevos soportes multimedia	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. 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.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

1333 - Degree in Audiovisual Communication

- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Que los estudiantes tengan la capacidad y la creatividad necesarias para asumir riesgos expresivos y temáticos en el marco de las disponibilidades y plazos de la producción comunicativa, aplicando soluciones y puntos de vista fundados en el desarrollo de los proyectos.
- Students should be able to adapt to technological and socio-occupational changes.
- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.
- Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.
- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
- Students should be able to express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
- Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.



- Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.
- Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).
- Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- 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. Basic concepts
- 1.2. Conceptual precedents

Introduction to the basic concepts of interactive digital communication (hypertext, interactivity, world wide web, internet, etc.). Conceptual precedents of nonlinear expression. Case study.

Unit lesson plan: 1 week

2. Social Web

- 2.1. Web 2.0, 30.0
- 2.2. Social media
- 2.3. Trends on the www

Introduction to the peculiarities of the collaborative, participative and sharing culture favored by the extension in the use of social software through the world wide web. Identification of the main characteristics of some key models of social media. Trends on the web: semantic web, geolocation, big data ... Case study and content creation.

Unit lesson plan: 3 weeks

3. Interactive advertising and digital marketing

- 3.1. Web positioning
- 3.2. Interactive advertising
- 3.3. Digital marketing

Introduction to some basic concepts of advertising on the www: web positioning (SEO, SEM, longtail), interactive advertising and digital marketing (bubble filter, remarketing, attention economy, advergaming, viral marketing). Case study.

Unit lesson plan: 4 weeks

4. Media on the net

- 4.1. Interactive storytelling
- 4.2. Transmedia content
- 4.3. Media convergence

Introduction to different forms of non-linear interactive storytelling, transmedia content and the most relevant transformations of the audiovisual industry on the Internet. Case study and content creation.



Unit lesson plan: 4 weeks

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Computer classroom practice	30,00	100
Development of group work	15,00	0
Study and independent work	10,00	0
Readings supplementary material	5,00	0
TOTAL	90,00	

TEACHING METHODOLOGY

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

1. *Classroom activities (70% of the time):*

- 1.1. Lecture: focus on the general introduction to the subject and methodological dimensions needed.
- 1.2. Practical tasks developed individually or in group in the classroom.
- 1.3. Students oral presentation of their team work.

2. *Individual activities (30% of time):*

- 2.1. Research, consultation and review of the due literature by students.
- 2.2. Development of the different phases of group work following the established guidelines.
- 2.3. Individual and group tutoring in order to make inquiries and answer questions regarding the matter
- 2.4. Preparation, individual and group presentation of the team work in the classroom.
- 2.5. 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: 50%
2. Practical activities: 50%

In order to pass the course *Interactive Communication* students must pass both, the theoretical and the practical work with 5 (out of 10) at least.

REFERENCES

Basic

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- VAN DIJCK, J. (2013): La cultura de la conectividad. Madrid: Siglo XXI.

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

No changes

2. Workload and teaching schedule

No changes

3. Methodology

No changes



4. Assessment

No changes

5. Bibliography

No changes