

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

<b>Code</b>	36562
<b>Name</b>	Interactive communication
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

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

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1333 - Degree in Audiovisual Communication	4 - Teoría e historia de los medios audiovisuales y nuevos soportes multimedia	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
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.

## OUTCOMES

### 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.
- Students should have the capacity and creativity to take expressive and thematic risks within the availability and time constraints of the communicative production, applying solutions and perspectives based on the development of the projects.
- 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

- Knowing the codes and modes of representation typical of audiovisual communication.
- Carrying out analysis of stories and audiovisual works.
- Applying the techniques and processes of audiovisual production and dissemination in its various phases.
- Technically building linear and non-linear audiovisual stories.
- Designing persuasive visual strategies.
- Applying graphic ideation resources and procedures.
- Defining research topics or innovative personal creation.
- Exhibiting adequately the results of the investigation orally, or by audiovisual or computer means.
- Teamwork.
- Coordinating work teams.
- Putting in value personal proposals.
- Taking responsibility for your own project.
- Developing a creative or research work.



## DESCRIPTION OF CONTENTS

### 1. Introduction

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

### 2. Social Web

Introduction to the peculiarities of the collaborative, participatory and sharing culture favored by the extension in the use of social software through the world wide web. Identification of the main characteristics of social media. Web trends: semantic web, geolocation, big data... Case studies and content creation.

Unit lesson plan: 3 weeks.

### 3. interactive storytelling

3Introduction 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
Study and independent work	30,00	0
Preparation of evaluation activities	30,00	0
Preparation of practical classes and problem	30,00	0
<b>TOTAL</b>	<b>150,00</b>	

## TEACHING METHODOLOGY

Lecture, resolution of theoretical-practical problems, and study and analysis of cases.

## EVALUATION

Final written test: 50%



Assessment of technical learning: 45%

Assessment of attitude and participation in the class dynamics: 5%

It is required to pass with 5 (out of 10) both, the theoretical part and the practical part, to calculate the final average grade. Some assignments are not recoverable in the second call. It will be indicated which ones at the beginning of the course.

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The problems of spelling, syntax and / or written expression will score negatively pudiendo llevar el suspenso de la prueba.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

In the case of plagiarism in an evaluation work of a student, this may be scored with the numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, where appropriate, the sanction that is appropriate in accordance with current legislation.

## REFERENCES

### Basic

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- GIFREU, A. (2011). El documental interactivo. Evolución, caracterización y perspectivas de desarrollo. Barcelona: UOC.
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- JENKINS, H., FORD, S. y GREEN, J. (2013). Cultura transmedia. La creación de contenido y valor en una cultura en red. Barcelona: Gedisa.
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- PEIRANO, M. (2019). El enemigo conoce el Sistema. Barcelona: Debate.
- RAMOS, J.J. (2019). Marketing de influencers. Ebook.
- SCOLARI, C. (2013). Narrativas transmedia. Cuando todos los medios cuentan. Barcelona: Planeta.
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