

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

Code	36649
Name	Film journalism
Cycle	Grade
ECTS Credits	4.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	4	First term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	11 - Optatividad	Optional

Coordination

Name	Department
BORDERIA ORTIZ, ENRIQUE	340 - Language Theory and Communication Sciences

SUMMARY**English version is not available**

Estudio de la difusión de la realidad cinematografía actual y pasada en su múltiple dimensión. Estudio de la información cinematográfica en los medios de comunicación. Esta asignatura pretende desarrollar habilidades de análisis cinematográfico en varios medios periodísticos. Los estudiantes trabajarán para desarrollar su sentido crítico de la cinematografía y escribirán sus opiniones fundamentadas con un estilo acorde para su publicación en revistas, diarios, medios audiovisuales e Internet.



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 tiene restricciones.

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.

LEARNING OUTCOMES

English version is not available

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Laboratory practices	15,00	100
Development of individual work	20,00	0
Study and independent work	15,00	0
Readings supplementary material	12,50	0
Preparing lectures	10,00	0
Preparation of practical classes and problem	10,00	0
TOTAL	112,50	



TEACHING METHODOLOGY

English version is not available

EVALUATION

Attention:

Intellectual honesty is vital in academic communities, and for the fair assessment of student work. All work submitted for this course must be original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted.

In the case of plagiarism in a student's assessment work, this may be marked with a numerical grade of zero and lead to the suspension of the course, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

The following will also be considered serious misconduct and, therefore, may result in immediate suspension from the exam session: copying or facilitating the copying of work among undergraduate students; irregularly accessing or appropriating in advance the content of a test or exam; facilitating or procuring the appropriation, alteration or subsequent destruction of the content or results of an assessable activity and impersonation of the person in exams. When the serious misconduct mentioned in this point is detected, the teacher must notify the Grade Coordination.

The presentation of work and/or exams with spelling or typographical mistakes and/or errors in syntax, coherence or writing will be penalised and may lead to the suspension of the exam.

REFERENCES

Basic

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- CALVO, C. (2009). Distribución y lanzamiento de una película. Jaen: Zumaque.
- LAMARCA, M. y VALENZUELA, J.I. (2008). Cómo crear una película. Anatomía de una profesión. Madrid: T&B Editores.
- HERBERA, J y otros (2015). Marketing cinematográfico. Barcelona, UOC.
- LINARES, R.(2009) La promoción cinematográfica. Estrategias de comunicación y distribución de películas. Madrid: Fragua.
- Matamoros, David (coord.) (2009). Distribución y marketing cinematográfico. Barcelona: Universidad



de Barcelona.

- EDGAR-HUNT, R. y otros (2011). El lenguaje cinematográfico. Barcelona. Parramon Audiovisual.

Additional

- MILLER, T. y otros. (2005) El nuevo Hollywood. Del imperialismo cultural a las leyes del marketing. Barcelona: Paidós.
- MAMET, D. (2008). Bambi contra Godzilla. Finalidad, práctica y naturaleza de la industria del cine. Barcelona: Alba.
- BAECQUE, A. de (comp.) (2006). Nuevos cines, nueva crítica. El cine en la era de la globalización. Barcelona: Paidós.
- BENET, V.J.(2004) La cultura del cine. Introducción a la historia y estética del cine. Barcelona: Paidós..
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