VNIVERSITAT Ğ ID VALÈNCIA

COURSE DATA

Data Subject	
Code	43286
Name	Analysis of media formats
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2021 - 2022

Study (s)			
Degree	**Center**	**Acad. year**	**Period**
2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2	Faculty of Philology, Translation and Communication	1	First term

Subject-matter		
Degree	**Subject-matter**	**Character**
2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2	4 - Analysis of media formats	Obligatory

Coordination	
Name	**Department**
LLORCA ABAD, GERMAN	340 - Language Theory and Communication Sciences

SUMMARY

In the last 10 years there has been a profound transformation of the audiovisual communication landscape. This has led to changes in the ways of producing content and in the ways of consuming it. Although the television system continues to be a strong benchmark in terms of audiovisual production and consumption, the proliferation of screens and content aggregation platforms forces us to pay special attention to new storytelling ways. In this subject we analyze the importance that interactivity, the creation of transmediated content and the changes in digital communication have gained when thinking about new audiovisual formats.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The requiresd previous expertise necessary in order to follow the subject normally will have been already introduced in the master.

OUTCOMES

2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2

- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

- Students should possess and understand foundational knowledge that enables original thinking and research in the field.

- Analizar e interpretar les nuevos lenguajes mediáticos asociados a la multidifusión digital.

- Conocer los proyectos y estudios de búsqueda de nuevas tendencias creativas de formatos y contenidos audiovisuales, en la producción y el consumo, dentro del proceso de convergencia mediática de la era digital.

- Administrar las destrezas adquiridas en la proyección y construcción de un diseño curricular coherente.

- Analizar las tendencias de consumo y los estudios de mercado de contenidos audiovisuales en las industrias mediáticas.

- Interpretar la estructura de la empresa audiovisual, la dinámica del mercado y la naturaleza de los diferentes productos audiovisuales en los flujos mediáticos emergentes.

LEARNING OUTCOMES

The learning achievements of this subject are those that have been foreseen in the official Verification report of this postgraduate degree.

This subject establishes an approach to the theory and practice of textual analysis in its two dimensions: a) the audiovisual object (studies of the modes of articulation, structural typologies, rhetorical models of content organization, etc.) and b) the effects of meaning produced by the audiovisual device in the social imaginary (modes of persuasion, etc.). Likewise, the study of the evolution of TV and audiovisual formats in recent times is addressed, as well as the latest trends, paying special attention to interactive formats and the process of transmediation. Specifically, students will acquire:

- Adequate competences regarding the theoretical contents related to: the media languages used in the communication flow of the information society.
- Knowledge of market studies and consumer analysis of the media industries.
- Competence to exercise teaching and development.

DESCRIPTION OF CONTENTS

1. The audiovisual device

Explanation of the topic 1 contents. Establishment of the characteristics of the digital communication paradigm. Definition of the characteristics of the new transmitters and receivers in audiovisual consumption processes. Analysis of emblematic examples. The objective is to provide the students with the comprehension keys to the communicative context of the new audiovisual formats.

2. Types of audiovisual construction: digital formats

Explanation of the topic 2 contents. Definition of the transition process in recent years. From the hybridization proposals to the trends in formats production and consumption. Proposal for a typology of formats. Analysis of emblematic examples. The objective is to provide the students with elements of contrast between conventional audiovisual formats and those that incorporate e-communication characteristics.

3. Synchronous and asynchronous storytelling

Explanation of the topic 3 contents. Definition of the characteristics of the synchronous and the asynchronous stories. First approach to the transmedia concept. Analysis of examples of transmediation. The objective is for the students to learn to distinguish the elements of narrative construction of a content adapted to the new context and to link both concepts of interactivity and transmediality.

4. From television flow to participation: interactivity, engagement and fan culture

Explanation of the topic 4 contents. The unit delves into the concepts of interactivity and transmediality. The phenomena of engagement, collaborative participation and fan culture are studied in detail. The objective is to define the key concepts of a transmediated format.

5. Transmediation and digital dissemination platforms

Explanation of the topic 5 contents. It will be defined what a narrative transmediation strategy is when compared to promotional strategies and how are they linked to the new reality of multiplatform content consumption. The objective is to consolidate the conceptual keys developed in the module.

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	50,00	100
Development of group work	10,00	0
Study and independent work	30,00	0
Preparation of evaluation activities	3,00	0
Preparing lectures	25,00	0
Resolution of case studies	7,00	0
TOTAL	**125,00**	

TEACHING METHODOLOGY

Contents are introduced based on the previous knowledge that the students have acquired in the previous subjects. Students must actively participate in the development of the learning process. Regarding lectures assistance, the subject is structured in 3-hour sessions for theory classes and 4-hours for sessions with experts. In each of the sessions, the teacher will introduce the concepts that are new, will make available to the students the working material considered suitable and will give the appropriate instructions to the correct development of the session.

The class will be participatory and the teacher will constantly challenge the students to take an active part in the discussions. In addition to the direct instructions from the teacher, it is recommended that the student act on their own on the following points:

a) selection and work with diverse documentary sources
b) cooperation with colleagues
c) work and extension of the suggested or provided readings
d) analytical / critical observation of audiovisual formats

The teacher agrees to continue helping and guiding the student once the class is over, through personalized tutorials or tutorials through email, virtual classroom, or virtual room in Blackboard Collaborate. As for non-contact working hours, it is recommended generically

a) the study and preparation of the theoretical-practical classes
b) preparing and carrying out practical work
c) preparing and carrying out the final evaluation work

EVALUATION

The students will obtain a final weighted grade through three evaluation systems:

1) Elaboration of an individual analysis of the transmediated dimension of an audiovisual format. Exceptionally and in agreement with the teacher, the student may propose as an alternative the development of the transmediated content of their own project. The work scores on 80% of the final grade.

2) Continuous evaluation: delivery of a synthesis-summary of the contents developed by the experts in their masterclasses. The work scores on 10% of the final grade.

3) Attendance and participation in class. The work scores on 10% of the final grade.

Correction criteria:

1) The correct application in the work of the concepts associated with the transmediation of content will be requested: mother ship, satellites, transmedia expansion plan, etc. The correct application of the analysis template provided to the students will be too requested.

2) 600/700 words will be requested per abstract.

3) Attendance at 100% of classes and regular participation in class discussions.

Exam date:

The evaluation of the module does not foresee the completion of an exam. As a guide, and depending on the conditions of the academic calendar, all works must be delivered before January 20th to be scored in the 1st. Call for evaluation.

REFERENCES

Basic

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- Nardi, D. J. & Sweet, D. R. (2020). The Transmedia Franchise of Star Wars TV. Cham: Springer International Publishing AG.

Additional

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- Scolari, C. (2018). Las leyes de la interfaz. Barcelona: Gedisa.

ADDENDUM COVID-19

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

The CCA of the master's degree, meeting on May 26th 2021, has agreed to ratify the contents and evaluations methods of the official teaching guides in force for the 2020/2021 academic year. Changes resulting from the adaptation of face-to-face teaching to virtual teaching do not affect the content or the structure of the sessions, nor the assessment work. The teaching schedule has been reviewed and confirmed. These actions have been communicated to the students of the course, with whom personalised attention has been reinforced with the creation of new workspaces.