

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

Code	43288
Name	Communication management in the audiovisual sector
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2020 - 2021

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	Second term

Subject-matter

Degree	Subject-matter	Character
2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2	6 - Communication management in the audiovisual sector	Obligatory

Coordination

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

SUMMARY

- This course is designed as a culmination to the completion of the development of an audiovisual format. It addresses the construction of a public communication strategy and specialized projects.
- The program includes the study of the different areas within public communication of audiovisual projects. It also discusses the strategies and communication management in the professional sector, since they are one of the keys for success of audiovisual projects.
- In order to carry out a correct public defense of the format and content towards the industry players, planning is undertaken and practice as well as a presentation or pitching. This involves acquiring the necessary speaking techniques, including the teaser in the public presentation and development of dossiers broadcast and basic materials



- The subject includes the participation in the conference CONTD, in which students defend their project to the industry players.

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 subject does not require any specific previous knowledge. However, those students with knowledge on oral expression techniques, corporate communications and / or public relations techniques, would take better advantage of the subject content.

OUTCOMES

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

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- 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 communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Analizar e interpretar les nuevos lenguajes mediáticos asociados a la multidifusión digital.
- Administrar las destrezas adquiridas en la proyección y construcción de un diseño curricular coherente.
- Integrar los contenidos teóricos relacionados con los lenguajes mediáticos utilizados en el flujo comunicativo de contenidos y formatos audiovisuales de la sociedad de la información en la praxis profesional.
- Interpretar la estructura de la empresa audiovisual, la dinámica del mercado y la naturaleza de los diferentes productos audiovisuales en los flujos mediáticos emergentes.
- Planificar y crear estudios de análisis y prospectiva de las tendencias en el consumo de los contenidos y formatos audiovisuales emergentes en el espacio multidifusivo.



LEARNING OUTCOMES

Upon completion of this subject, the students should have acquired the necessary skills to:

- Understand (and apply) the concept of active management of the self-image and corporate identity.
- Designing an oral communication strategy.
- Speak correctly in public.
- Design a written communication strategy.
- Writing under the requirements of the audiovisual profession.
- Designing graphics and developing communication materials.
- Apply the knowledge acquired in the audiovisual landscape.

DESCRIPTION OF CONTENTS

1. Audiovisual landscape concept

Specifically, we examine the Spanish audiovisual industry, as well European and international scenes. It delves also in the knowledge of the structure of television and audiovisual communication, industry players and emerging forms of audiovisual production. Ultimately, it has a guide of events related to the sector.

2. Global communication strategy

This unit develops the concept of active management of the self-image and corporate identity. Once projects are ready, developers must communicate correctly in the audiovisual and professional contexts. To do so, it delves into elements of brand-building and disclosed the tools for dissemination of a project in all areas: websites, social networks, written texts, etc.

3. The Pitching

This is the public display of an audiovisual project. This exhibition includes the confluence and conscious structuring of three elements: a reference or audiovisual teaser, an oral speech and a all of the reference materials. The students learn how to design a pitching incorporating those elements. It also includes the practice and correction thereof to make a proper oral speech for the conference CONTD, and design reference materials.

**4. Oral speaking techniques**

The students work on their skills to manage their bodies, eyes, management and administration of voice silences, gestures, attract attention, etc.

5. Writing techniques

The students acquire the necessary tools for professional drafting and writing the project dossier written texts and outreach tools: websites, social networks...

6. CONTD Conference

It involves taking part in the national CONTD Conference, where professionals of audiovisual sector meet.

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	30,00	100
Seminars	30,00	100
Development of group work	15,00	0
Study and independent work	45,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	5,00	0
Resolution of case studies	20,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

- Theory classes participatory master class
- Resolution of practical cases
- Project development
- Debate and group discussion
- Group work



EVALUATION

- Group work
- Attendance and participation
- Continuous evaluation

REFERENCES

Basic

- ÁLVAREZ ANGULO, T. Competencias básicas en escritura. Octaedro: Barcelona.
- ARREDONDO, L. (1992). Cómo hacer presentaciones profesionales. McGraw-Hill: México.
- BRIZ, A. (2008). Saber hablar. Aguilar: Madrid.
- CASSANY, D. (1999). La cocina de la escritura. Ariel: Barcelona.
- ESTÉVEZ, N.; GÓMEZ, J.R.; CARBONELL, M. (eds.). La comunicación escrita en el siglo XXI. PUV: Valencia.
- FRANCÉS, M. (ed.). Hacia un nuevo modelo televisivo. Gedisa: Barcelona.
- GONZÁLEZ OÑATE, C. (2009). Nuevas estrategias de televisión. El desafío digital. Ediciones de Las Ciencias Sociales: Madrid.
- GUIX, X. (2004). No me explico ni me entiendes. Granica: Barcelona.
- HERVÁS FERNÁNDEZ, G. (1998). Cómo dominar la comunicación verbal y no verbal. Playor: Madrid.
- MORALES, C.J. (2007). Guía para hablar en público. Alianza: Madrid.
- REYNOLDS, G. (2009). Presentación Zen. Prentice Hall: Madrid.
- RUBIO, J. (2000). Com parlar bé en públic. Pòrtic: Barcelona.
- VIVANCO, V. (2008). El don de la escritura: comunicar con estilo profesional. Paraninfo: Madrid.
- KAWASAKI, G. (2011). El arte de cautivar. Grupo Planeta: Barcelona.
- PEREL, P. (2018). Ganar un Óscar es fácil. Lo difícil es el pitching. FilmBeat.
- SEPÚLVEDA, h. (2013). Power Pitch Method. El arte de construir un Pitch efectivo para encantar a tus clientes y generar oportunidades de negocio. OMB: Santiago de Chile.

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 April 21st 2020, has agreed to ratify the contents and evaluations methods of the official teaching guides in force for the 2019/2020 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.

