VNIVERSITAT Ġˀ ID VALÈNCIA

COURSE DATA

Data Subject	
Code	43288
Name	Communication management in the audiovisual sector
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2023 - 2024

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
2253 - M.U. en Contenidos y Formatos Audiovisuales	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
2253 - M.U. en Contenidos y Formatos Audiovisuales	6 - Communication management in the audiovisual sector	Obligatory

Coordination	
Name	Department
CABRERA GARCIA-OCHOA, YOLANDA	340 - Language Theory and Communication Sciences

SUMMARY

The audiovisual industry has consolidated a specific model for the public presentation of audiovisual formats and projects: the pitching. It is, at the same time, a communicative technique, a process of elaboration of the conceptual idea of the format and a sales strategy. The key characteristics to make a good presentation will be reviewed and analysed from this triple perspective. Students will acquire oral expression techniques and will learn how to prepare and execute public presentations of projects, learning from experts from the audiovisual sector. The course concludes with the compulsory participation of the students in the CONTD Conferences, conceived as a meeting point with the audiovisual industry.

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 required 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 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

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

In this subject, the different formulas of public communication of audiovisual projects, sales and marketing strategies and communication management before the sector will be studied. Proper public defense of projects in front of the industry agents is one of the keys to the success of an audiovisual project. Likewise, students will be taught to plan and develop a pitching and to design a strategy for the sale and promotion of audiovisual content. The subject includes the compulsory participation of students in the CONTD Conference, in which students defend their project in front of the industry agents.

- Mastery of the production phases and the styles of realization of interactive television, multimedia and network projects, as well as radio and television projects.

DESCRIPTION OF CONTENTS

1. Public defense in front of the industry agents

Explanation of contents of subject 1. Characteristics of the audiovisual market: products circulation and the circuit of national and international events for the purchase-sale of formats. The aim is to provide the students with an overview of the characteristics of the audiovisual market.

2. Concepts, preparation, implementation and organization of the pitching

Explanation of the contents of subject 2. Introduction to the concept of pitching. Definition as a communicative technique and product sales strategy. The objective is for students to understand the selling function of a pitching in the audiovisual market. Definition of the communicative concept of each of the format projects previously developed during the course. The objective is for the students to detect the force values for the public communication of their projects. Pitching workshop with the students.

3. Strategy and differentiation elements to be transmitted. Dealing with questions

Explanation of the contents of subject 3. The pitching as an oral communication strategy. Introduction to oral expression techniques in public communication. The objective is the students to understand the relevance of formal aspects in public communication and internalize the keys to master them. Preparation of the presentation: the structure and the adequacy of the concept of the format to the oral presentation. Presentation preparation: questions and answers.

4. Visual support, dossier and executive summary

Practice 1: The aim is for students to practice oral expression techniques: exposition and correction of errors, and the integration of all the visual support within the exercise.
Practice 2: The aim is for students to practice the effectiveness of the concept and structure of the exposition: exposition and correction of errors.
Practice 3: The aim is for students to practice interaction in the questions and answers time: exposition and correction of errors.

5. CONTD Conferences

Pre-pitching: General rehearsal of the pitching that the students will defend at the CONTD Conference. Celebration of the CONTD Conference. For one day and through different sessions, students will interact with experts and professionals of the Valencian and Spanish audiovisual sectors. The aim is for students to network with experts and professionals from different areas of the audiovisual industry and to present their projects publicly in a pitching session.

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

The contents of this subject are introduced based on the knowledge that students have already acquired in the previous modules. Students must actively participate in the development of learning. Regarding lectures assistance, the subject is structured in 4-hour sessions, depending on its contents and objectives, and additionally to the hours dedicated to participation in the CONTD Conference. In each of the sessions, the teaching staff will introduce any new concept, will make available to the students the working material considered suitable and will give the appropriate instructions to the correct development of the session.

As it is a module with a strong practice load, the teaching methodologies will be diverse. In addition to the participatory lectures, the students will have to solve practical cases, develop the group project, participate in directed discussion dynamics, participate in the conferences with the experts and attend the CONTD Conferences. In addition to direct interaction with the teaching staff, it is recommended that students work on the following points on their own:

a) cooperation with classmates
b) pitching practice

Teachers are committed to continuing to help and guide the student once the classes are over, through personalized tutorials, tutorials through email, virtual classroom, or virtual room in Blackboard Collaborate. As for non-contact hours, it is recommended in generically:

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

EVALUATION

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

1) Attendance and participation in class. Scores the 20% of the final grade.
2) Continuous evaluation. Participation in all the pitching-practice activities. These works score the 40% of the final grade.
3) Group work. Presentation and defense of the project in the pitching session of the CONTD Conference. Scores the 40% of the final grade.

Correction criteria:

1) Objective progression in the definition of the communicative concept of the format project.
2) Positive progression in the different pitching practices.
3) Correct defense of the project in the pre-pitching session and in the CONTD Conference.

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, the presentation and defense of the project in the pitching session of the CONTD Conference will take place the last week of May or the first week of June, so that students will be scored in the 1st. Call for evaluation.

In the event that the Master's projects were chosen to participate in the University Audiovisual Talent (pitching Valencian universities-audiovisual sector), which the Valencian universities organize with À Punt, the students will be obliged to participate. Otherwise, your decision could have a penalty in the evaluation of the module.

REFERENCES

Basic

- Briz, A. (2008). Saber hablar. Madrid: Aguilar.

- De Castro, A. (2013). Comunicación oral. Técnicas y estrategias. Barranquilla: Fundación Universidad del Norte.

- Fernández Manzano, E. y Linares Palomar, R. (2014). ¡Echa el anzuelo! Estrategias de pitch para jornadas audiovisuales y proyectos transmedia. Barcelona: UOC.

- García Serrano, F. (2009). Las técnicas del pitching en el mercado audiovisual español: del caramelo al guión. Valencia: IBT.

- Guix, X. (2004). No me explico ni me entiendes. Barcelona: Granica.

- Martínez Abadía J. Y Fernández Díez, F. (2010). Manual del productor audiovisual. Barcelona: UOC.

- Morales, C. J. (2007). Guía para hablar en público. Madrid: Alianza.

- Reynolds, G. (2009). Presentación Zen. Madrid: Prentice Hall.

- Santolalla, Ó. (2018). Create and deliver a killer product demo: Tips and tricks to wow your customers. Berkeley, CA: Apress L.

- Santolalla, Ó. (2020). Rock the tech stage: How the best speakers in tech present ideas and pitch products. Berkeley, CA: Apress L.

- Kalff, O. (2011). Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal. McGraw Hill.

Additional

- Fernández, J. O. (2001). La expresión oral. Buenos Aires: Lumiere.

- Harrison, S. (2010). Ideaselling: Successfully pitch your creative ideas to bosses, clients & other decision makers. HOW Books

- Hervás Hernández, G. (1998). Cómo dominar la comunicación verbal y no verbal. Madrid: Playor.

- Merayo, A. (2012). Curso práctico de técnicas de comunicació oral. Madrid: Tecnos.