COURSE DESCRIPTION

COURSE/SUBJECT: TELEVISION
YEAR 2 | SEMESTRAL COURSE
SEMESTER: 1ST OR 2ND
DEGREE: AUDIOVISUAL COMMUNICATION
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2018/2019
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1. COURSE/SUBJECT:

| Name: Television                      |
| Code:                                 |
| Year (s) course is taught: 2nd        |
| Semester (s) when the course is taught: 1st or 2nd |
| Type: Compulsory Subject             |
| ECTS of the course: 6                |
| Hours ECTS: 30                        |
| Language: English                    |
| Modality: On-campus                  |
| Degree (s) in which the course is taught: Audiovisual Communication |
| School in which the course is taught: Humanities and Communication Sciences |

2. ORGANIZATION OF THE COURSE:

| Department: Audiovisual Communication and Advertising |
| Area of knowledge: Audiovisual Communication and Advertising |

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dra. Teresa Barceló Ugarte</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>4527</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:tbarcelo@ceu.es">tbarcelo@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>1, Centro Audiovisual</td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>PhD by CEU San Pablo University</td>
</tr>
<tr>
<td>Research Lines</td>
<td>Television, audiovisual communication, audiovisual technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. Manuel Albacete Gómez-Calcerrada</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>4535</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:malbacete.fhm@ceu.es">malbacete.fhm@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>8 Centro Audiovisual</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. Roberto C. Gozalo García</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>4528</td>
</tr>
</tbody>
</table>
2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

An approach to Television as a means of communication through the understanding and knowledge of the television language, as well as production and content creation procedures. The class is a contextualization of televisual communication in the information society by approaching its history, characteristics, structure and technological foundations. It includes training in a correct and efficient use of the audiovisual codes and the different techniques, processes and tools involved in the creation of specific content for television as well as other platforms or fields.

4. COMPETENCIES

1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
</tbody>
</table>
BS3 Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.

BS4 Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC30</td>
<td>Capacity to analyse the structures, content and styles of radio and television communication and to produce and make sound and audiovisual content of different kinds in consonance with an idea, using the necessary narrative and technological techniques.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Acquire a critical vision about the contents of Television through the understanding of the televisual language, as well as of the procedures of production and creation of content.</td>
</tr>
<tr>
<td>2</td>
<td>Understand the context of audiovisual communication in the information society, by approaching its history, characteristics, structure, marketing, audience analysis and technological foundations.</td>
</tr>
<tr>
<td>3</td>
<td>Develop a correct and efficient use of sound and visual codes and the different techniques, processes and tools involved in the creation of audiovisual content.</td>
</tr>
</tbody>
</table>

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>30</td>
</tr>
<tr>
<td>LA4</td>
<td>PR - Practice</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA7</td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>Seminar</td>
</tr>
<tr>
<td></td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant...</td>
</tr>
</tbody>
</table>
6. ASSESSMENT OF LEARNING

1. CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 80% of attendance to practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2. ASSESSMENT SYSTEM AND CRITERIA:

### ORDINARY EXAMINATION (continuous assessment)

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam (midterm)</td>
<td>15%</td>
</tr>
<tr>
<td>AS2</td>
<td>EX – Written Exam (final)</td>
<td>25%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>5%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>5%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>50%</td>
</tr>
</tbody>
</table>

### RE-TAKE EXAM/EXTRAORDINARY EXAMINATION

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>100%</td>
</tr>
</tbody>
</table>

- It will be necessary to independently obtain a minimum grade of 5 in practice and theory to pass the subject.
- In case the student does not exceed 50% corresponding to the practice in the ordinary call, he/she must also take a practical test immediately after the theoretical examination of the extraordinary seating.

3. DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
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</thead>
</table>
AS2  Written Exam
Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.

AS4  Assessment of Practical Activities and Simulations
Practical activities and simulations

AS5  Assessment of Papers and Projects
Reviews, research projects, reports, opinion articles…

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:

Unit. 1 HISTORY AND EVOLUTION OF TELEVISION
- TV breakout
- Satellite, Cable and IPTV
- Substitution of analog technology to digital technology
- HbbTV, Intelligent Television, transmedia and Video On Demand

Unit. 2 INTRODUCTION TO AUDIOVISUAL LANGUAGE
- Time and space in the audiovisual story
- Composition and framing
- Typology of shots and camera movements

Unit. 3 AUDIOVISUAL TECHNOLOGY I
- The camera
- Sound recording

Unit. 4 VIDEO AND AUDIO EDITION
- Theory of editing
- Nonlinear editing
- Postproduction
- Formats and codecs

Unit. 5 TELEVISION MAKING AND PRODUCTION
- Introduction to television making (single-camera and multi-camera, etc.)
- The technical equipment and crew
- Labor division
- Profitability of the product: timeframes and audiences
- Types of production

Unit. 6 LIGHTING AND SCENARIO
- Electromagnetic spectrum
- Quality, color and intensity of light
- Lighting Techniques
- Lighting Equipment

Unit. 7 AUDIOVISUAL TECHNOLOGY II
- Video and audio signal
- Mobile technology
Unit. 8 TELEVISION FORMATS AND GENRES
- Factual formats
- Fiction Formats
- Advertising and corporate formats
- The new television: New media, new channels

PRACTICE PROGRAM:
Practice 1
Introduction to Camera Tripod and Lenses
Practice 2
Explanation of the camera
Practice 3
Practical exercises of camera (types of shots and camera movements)
Practice 4
Introduction to non-linear editing software
Practice 5
Recording by groups of exercises worked in class I
Practice 6
Recording and editing exercises in class I
Practice 7
Editing and delivery of exercises worked in class I
Practice 8
Recording by groups of exercises worked in class II
Practice 9
Recording and editing exercises in class II
Practice 10
Edition and delivery and / or presentation of exercises worked in class II

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:
- Castillo, José María (2016), Televisión, realización y lenguaje audiovisual, IORTV.
- Kindem, G. y Musberger, R.B (2009), Introduction to media production: the path to digital media production, Focal Press.

2.- ADDITIONAL BIBLIOGRAPHY:
- Baños, Miguel y Rodríguez, Teresa (2001), Nuevas formas publicitarias: patrocinio, product placement, publicidad en Internet, Universidad de Málaga.
- Barroso García, Jaime (2008), Realización Audiovisual, Síntesis.
- Bordwell, David y Thompson, Kristin (2008), El arte cinematográfico: una introducción, Paidós.
- Cebrián Herreros, Mariano (2004), Modelos de televisión: generalista, temática y convergente con Internet.
- Contreras, José Miguel y Palacio, Manuel (2001), La Programación De Televisión, Síntesis.
- Fernández Díez, Federico y Martínez Abadía, José (1999), Manual Básico De Lenguaje Y Narrativa Audiovisual, Paidós.
- Martínez Abadía, José y Vila i Fumás, Pere (2004), Manual Básico De Tecnología Audiovisual Y Técnicas De Creación, Emisión Y Difusión De Contenidos, Paidós.
- Martínez Sotillos, Manuel y otros (2010), FINAL CUT PRO 7 (Guía Práctica), Anaya Multimedia.
- Millerson, Gerald (2001), Realización Y Producción En Televisión, IORTV.
- Poveda Criado, Miguel Ángel (2013), Producción de ficción en cine y televisión. Fragua.
- Prósper Ribes, José y López Catalán, Celestino (1998), Elaboración De Noticias Y Reportajes Audiovisuales, Fundación Universitaria San Pablo CEU.
- Ráfols, Rafael y Colomer, Antoni (2003), Diseño Audiovisual, Gustavo Gili.
- Sáinz Sánchez, Miguel (1994), Manual Básico De Producción En Televisión, IORTV.

4.- WEB RESOURCES:

www.rtve.es
www.mitele.es
www.tutele.net
www.flooxer.com
https://innovacionaudiovisual.com
www.formulatv.com
www.vertele.com
www.vayatele.com
www.bluper.elspanol.com
www.audiovisual451.com
www.cinevideonline.com
www.detele.es
www.mundoplus.tv
www.videopopular.es
www.norender.com
www.prnoticias.com
www.youtube.com/user/centroaudiovisualceu
www.kantarmedia.es
www.comscore.com
Grupo de Facebook de profesores de Radio y Televisión del Centro Audiovisual: https://www.facebook.com/groups/RadioyTVCEU/

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS
Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.