SYLLABUS

SUBJECT: TELEVISION and VIDEO

YEAR 2 | SEMESTRAL COURSE
SEMESTER: 1\textsuperscript{ST} OR 2\textsuperscript{ND}

DEGREE: ADVERTISING and PUBLIC RELATIONS

MODALITY: ON-CAMPUS

ACADEMIC YEAR 2020/2021

FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
# 1. COURSE/SUBJECT IDENTIFICATION

## 1.- COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name: Television and Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code: d229 - 14451</td>
</tr>
<tr>
<td>Year (s) course is taught: 2nd</td>
</tr>
<tr>
<td>Semester (s) when the course is taught: 1st or 2nd</td>
</tr>
<tr>
<td>Type: Compulsory Subject</td>
</tr>
<tr>
<td>ECTS of the course: 6</td>
</tr>
<tr>
<td>Hours ECTS: 30</td>
</tr>
<tr>
<td>Language: English</td>
</tr>
<tr>
<td>Modality: On-campus</td>
</tr>
<tr>
<td>Degree (s) in which the course is taught: Audiovisual Communication, Digital Communication, Journalism, and Advertising and Public Relations</td>
</tr>
<tr>
<td>School in which the course is taught: Humanities and Communication Sciences</td>
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</tbody>
</table>

## 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>14526</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. Roberto C. Gozalo García</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>14531</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Rcgzoalo.fhm@ceu.es">Rcgzoalo.fhm@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>9 – Centro Audiovisual</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>D. Pedro Lainez Escobal</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>14525</td>
</tr>
</tbody>
</table>
Email: plainez@uchceu.es
Office: 3 – Centro Audiovisual

Lecturer(s) CONTACT
Name: Dña. Sara Padín Castro
Phone (ext): 14523
Email: sara.padincastro@ceu.es
Office: 5

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 and video in the digital society as a means of communication through the understanding and knowledge of television and audiovisual language in general, as well as production and content creation procedures. The course is a contextualization of television and video communication in the digital society, by approaching its history, characteristics, structure and technological foundations. It includes training in the correct and efficient use of narrative codes and the different techniques, processes and tools involved in the creation of audiovisual content. It also offers an in-depth study of the expressive and narrative possibilities offered by television and video.

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>
<tr>
<td>BS3</td>
<td>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.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>
Syllabus  
Academic year 2020-2021

<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 Seminar</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>
Syllabus. / Academic year 2020-2021

**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:**

<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>
</tr>
</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 OF TELEVISION AND VIDEO
Unit.2 RECORDING
- Introduction to audiovisual language
- The camera: image and sound recording
Unit.3 EDITING
- Audio and video editing
- Audio and video formats
Unit.4 PRODUCTION
- Directing and Producing video
- Lighting techniques
Unit.5 DISTRIBUTION AND EXHIBITION
- Genres and formats in Television and video
- Distribution channels, linear and non-linear
- Advertising and audiences

PRACTICE PROGRAM:

Practice 1
Introduction to the camera equipment: Camera, Tripod and Lenses
Practice 2
Explanation of the camera
Practice 3
Practical exercises using the 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.

2.- ADDITIONAL BIBLIOGRAPHY:

- Baños, Miguel y Rodríguez, Teresa (2001), Nuevas formas publicitarias: patrocinio, product placement publicidad en Internet, Universidad de Málaga.
- Barroso García, Jaime (2001), Técnicas de realización de reportajes y documentales para televisión.
- Barroso García, Jaime (2008), Realización Audiovisual, Síntesis.
- Bordwell, David y Thompson, Kristin (2008), El arte cinematográfico: una introducción, Paidós.
- Cerezo, Pepe (2019). Los medios ante los modelos de suscripción. Editorial UOC.
- Contreras, José Miguel y Palacio, Manuel (2001), La Programación De Televisión, Síntesis.
- Fernández Diez, Federico y Martínez Abadia, José (1999), Manual Básico De Lenguaje Y Narrativa Audiovisual, Paidós.
- 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.
- Ràfols, Rafael y Colomer, Antoni (2003), Diseño Audiovisual, Gustavo Gili.
- Thompson, Roy (2015), Grammar of the shot. Focal Press.
- Swainson, Graham y Lyver, Des (1997), La iluminación En Video. Principios Básicos, Gedisa.
4.- WEB RESOURCES:

www.youtube.com/user/centroaudiovisualceu
www.rtve.es
www.mitele.es
www.tutele.net
www.atresplayer.com
https://innovacionaudiovisual.com
www.formulatv.com
www.vertele.com
www.vayatele.com
www.bluper.elespanol.com
www.audiovisual451.com
www.cinevideoline.com
www.detele.es
www.mundoplus.tv
www.videopopular.es
www.norender.com
www.prnoticias.com
www.kantarmedia.es
www.comscore.com
www.panoramaaudiovisual.com
www.barloventocomunicacion.es/

Grupo de Facebook de profesores de Radio y Televisión del Centro Audiovisual:
https://www.facebook.com/groups/RadioyTVCEU/

9. ATTITUDE IN THE CLASSROOM

REGULATIONS

Failures in Academic Integrity (absence of citation of sources, plagiarism of work or improper / prohibited use of information during exams), 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.

What is specified in the Behavior Standards collected on the website of the Faculty of Humanities and Communication Sciences will apply:

http://www.uspceu.com/portals/0/docs/facultad-de-humanidades/Presentacion/Informacion-Util/normas-de-comportamiento.pdf

Regarding the use of the technical equipment, the Operating Rules of the Audiovisual Center and the Photography Laboratory of the Faculty of Humanities and Communication Sciences of the CEU San Pablo University, approved by the Permanent Commission of the Governing Board on July 20th, 2016, must be observed:


10. EXTRAORDINARY MEASURES

In the event of an exceptional situation that might affect the possibility of face-to-face teaching under the appropriate conditions, the University will take the appropriate decisions and apply the necessary measures for the students to be able to acquire the skills and learning outcomes as established in this Teaching Guide, in accordance with the teaching coordination mechanisms of the Internal Quality Guarantee System of each degree.