

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	HISTORY OF THE AUDIOVISUAL MEDIA		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1846
Teaching period:	Eighth semester		
Area:	History		
Module:	Socio-cultural and Historical Foundations		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

The course starts with an introductory part that uses the approach of Irving Fang and his notion of the history of communication as defined in six revolutions. First it presents students with an evolution of communication to the Contemporary Era, which is the context for the appearance of audiovisual media. Once this introduction has established the context, the course deals with the advent of mass communication through the mass press (third of Fang's revolutions) during the nineteenth century, which partially arose because of liberalism and industrialisation. This framework is necessary because students of communication have not taken a course on the History of Communication in previous years.

Once students have been placed in the context of the nineteenth century in which journalism/communication became addressed to the masses, the course then features analysis of the history of various media and/or formats of audiovisual communication from the late nineteenth century, with the appearance of film and its important role in converting image into a fundamental element of news in mass society. Film is followed by a study of other means and/or audiovisual media such as political posters, radio, the illustrated leisure press and the importance of photography therein, and then television and the media of society today.

## SKILLS

### Basic / general / cross skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

To identify with the university's calling.

To gain a specific understanding of each of the subjects that make up the audio-visual communication syllabus.

To mature humanely and intellectually.

### Specific skills

To gain an understanding of the circumstances of the world and its historical evolution, in particular, modern Spanish society, and to be familiar with its basic (anthropological, political, economic and cultural) parameters.

To identify and appropriately use documentation sources.

To gain an understanding of the history and evolution of audio-visual media (photography, film, radio, television, etc.) through their aesthetic and industrial proposals, in addition to their social and cultural relevance throughout history.

To found and develop an attitude of intellectual curiosity and a quest for the truth in all areas of life for the benefit of society to allow the profession to be conducted in a more rigorous manner and with intellectual bases.

To acquire the ability to define research topics that may contribute to raise awareness of audio-visual media and to appropriately set out the findings of the research in line with the standards of information and communication disciplines.

To acquire the ability for expressing oneself fluently and effectively in oral and written Spanish, being able to take advantage of the linguistic and literary resources best suited to different media.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours