

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	INTRODUCTION TO UNIVERSITY STUDIES		
Type:	Compulsory	ECTS credits:	9
Year:	1	Code:	3013
Teaching period:	First-Second semester		
Area:	Anthropology		
Module:	Bases for a Theory of Audio-visual Communication		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	225		

## SUBJECT DESCRIPTION

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## SKILLS

### Basic 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
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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

### **General Skills**

To be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of mankind, conveying values based on the search for truth and common good, using audio-visual media.

To acquire the ability to discuss conflicting ideas, thereby generating meeting forums for individuals or social groups from different walks of life.

To understand the value of university education in order to exercise a responsible professional task as an audio-visual communicator.

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans and teamwork.

To foster attitudes of leadership and social responsibility both on a personal and professional level.

### **Specific skills**

To discover and take active part in university culture: the community quest for knowledge, sensitivity to theory and creative action, personal and social leadership.

Descubrir y confrontarse personalmente con la cultura universitaria: búsqueda comunitaria del saber, sensibilidad hacia la teoría y la acción creativa, liderazgo personal y social.

Exponer razonadamente las ideas a partir de los fundamentos de la argumentación y la retórica

## **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
90 hours	135 hours