

Teaching guide

IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIO-VISUAL MEDIA TECHNOLOGY		
Type:	Compulsory	ECTS credits:	4,50
Year:	1	Code:	3240
Teaching period:	First semester		
Area:	Technology		
Module:	Communication Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	112,50		

SUBJECT DESCRIPTION

El alumno realiza su primera incursión en el campo de la radio y de la televisión con los conocimientos y herramientas necesarios para ser capaz de estudiar, analizar y elaborar los contenidos informativos en ambos medios en sus diferentes formatos. Es una asignatura que dota al estudiante de la capacidad para comunicar el mensaje periodístico en su aspecto técnico y formal, en relación permanente con otros saberes del Grado como Redacción periodística o Lengua para el correcto manejo de las expresiones y principios periodísticos de conocimiento y apertura a la realidad con una mirada ampliada. La asignatura es un punto de partida que tendrá su continuación en las asignaturas Radio y Televisión Informativa de 2º de Periodismo.

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

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 develop the ability to carry out informative duties as a director or press editor in any traditional or electronic media format, either as a freelancer, employee or through self-employment schemes.

To master technologies applied to the field of communication in general and journalism in particular.

Specific skills

To acquire the ability to use computer resources, information and communication technologies and techniques in the various combined or interactive (multimedia) platforms and systems.

To be able to use and be familiar with the technologies and systems used to process, develop and convey information, and to express and disseminate creations through various multimedia formats; in particular, graphic design and infographics.

To acquire the ability to use specific informative techniques and tools, applied to processes of informative or promotional production.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
45 hours	67,50 hours