

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PROGRAMMING AND AUDIOVISUAL FORMATS		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	3038
Teaching period:	Sixth semester		
Area:	Production and Applied Communication Techniques		
Module:	Organisation and Production of Audio-visual Communication and Multimedia		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La programación es la base del ordenamiento de los contenidos en todos los medios audiovisuales. Las cadenas de televisión, las plataformas de streaming, los agregadores de cadenas o programas, las emisoras de radio o los productores de podcast, han de adaptar en horario, formato, sistema de producción, "calendarización" y duración los contenidos de los que disponen al público potencial que puede "consumir" dichos contenidos. Así pues, la relación entre los espectadores, oyentes y el público que accede a contenidos vía Web se articula en función de la programación que deciden las empresas de comunicación. La programación tiene historia, procedimientos, terminología, casos de éxito, condicionantes demográficos y económicos o nuevos retos relacionados con la medición de las audiencias. Y todo ello en constante evolución y al albur de las nuevas tecnologías y de los cambios que se derivan de esta suerte de revolución.

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 be able to programme the content of a radio or television channel, and to programme the content of a multimedia environment, having the capacity to direct the programming of channels and audio-visual media.

Specific skills

To use and be familiar with the technologies and systems used to process, develop and convey information, and to express and disseminate creations through audio-visual media.

To communicate and create messages and programmes in the language specific to each audio-visual media platform (photography, radio, television, film, multimedia), and in the digital media that foster communication and information.

To plan an event from a communicative standpoint using audio-visual resources.

DISTRIBUTION OF WORK TIME

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