



## IDENTIFYING DATA

### Radio Communication

Subject	Radio Communication			
Code	P04G071V01110			
Study programme	Grado en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	Galician			
Department				
Coordinator	Gómez López, Concepción			
Lecturers	Alende Castro, Silvia Gómez López, Concepción			
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Web	<a href="http://https://moovi.uvigo.gal/course/view.php?id=11169">http://https://moovi.uvigo.gal/course/view.php?id=11169</a>			
General description	Communication *Radiofónica and an approximation to the radio how media of masses, to the his origins and to the his technological development, so much theoretical how practical. In the subject have particular relevance to *lingüaxe and the own style of the narrative and of the programming *radiofónica especially us his informative fields and of fiction and *entretenemento.			

## Training and Learning Results

Code				
A1	Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio			
B4	Exponer los resultados de los trabajos académicos de manera escrita, oral o por medios audiovisuales o informáticos de acuerdo a los cánones de las disciplinas de la comunicación.			
B5	Conocer los valores constitucionales, principios éticos y normas deontológicas aplicables a la comunicación audiovisual, en especial las relativas a la igualdad de hombres y mujeres, a la no discriminación de personas con discapacidad y al uso no sexista de la imagen femenina en los medios de comunicación de masas.			
B6	Trabajar en equipo y comunicar las propias ideas mediante la creación de un ambiente propicio.			
B7	Asumir riesgos expresivos y temáticos, aplicar soluciones y puntos de vista personales en el desarrollo de los proyectos			
C4	Know and apply radio production and broadcast techniques.			
D1	Comprender el significado y aplicación de la perspectiva de género en los distintos ámbitos de conocimiento y en la práctica profesional con el objetivo de alcanzar una sociedad más justa e igualitaria.			
D2	Comunicar por oral y por escrito en la lengua gallega.			

## Expected results from this subject

Expected results from this subject	Training and Learning Results			
Use the language *radiofónica stop the realization of products *radiofónicos. Achieve the technical and conceptual dominance of the distinct stages by the that owes to spend the production *radiofónica.	C4			
Classify and adapt the different mechanisms and elements of the building of the script attending the different formats of programming *radiofónica.	A1	B4 B5 B6 B7	C4	D1 D2
Use with *soltura and skill the technical equipment destined to the *producción, recording, broadcast and to the development of the production and *postproducción *radiofónica		B7		D1 D2
Appreciate the professional possibilities of all the people that take part in the process of communication *radiofónica		B4 B6		D2
Appreciate the importance of the communicator *radiofónico, from the so much informative point of view how advertising, in the realization of products of radio		B4 B5		

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## Contents

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### Topic

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#### SUBJECT 1: BRIEF HISTORY OF The RADIO

UNIT DIDACTICA 1:  
INTRODUCCIÓN GENERAL To The HISTORY And  
THEORY OF The RADIO

1. History and evolution of the radio
2. \*Orson \*Welles And the War of the Worlds
- 3.- History of the radio in Spain
4. The first \*emisora Spanish
5. The Civil War and the radio.

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#### SUBJECT 2: The LOCUCION RADIO\*FÓNICA

UNIT DIDACTICA 2:  
TECHNIQUE OF The COMMUNICATION  
RADIO\*FÓNICA.

1. Conditionings of the \*locución
2. The importance of the voice in \*locución
3. Mechanisms of production of the voice
4. Qualities of the voice
5. Technique and vocal hygiene
6. The prosody or the sense of the message
7. The pronunciation or the meaning of the message
8. Exercises of voice: relaxation, breath, \*fonación, resonance and articulation.
9. Exercises of expressive reading.

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#### SUBJECT 3: The ENCRYPTION OF The MESSAGE RADIO\*FÓNICA

DIDACTIC UNIT 3:  
LANGUAGE And NARRATIVE RADIO\*FÓNICA

1. The language and the style \*radiofónico.
  2. \*Vocalización, \*dicción and \*entonación in Radio
  3. Characteristics of the communication \*radiofónica.
  4. The elements of the language \*radiofónica
    - a) The word
    - \*b) The music
    - \*c) The effects of sound
    - \*d) The silence
  5. Characteristics of the editorial of the texts \*radiofónicos
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#### SUBJECT 4: PRODUCTION, REALIZATION, SCRIPT And PROGRAMMING

##### DIDACTIC UNIT 4:

##### PRODUCTION, REALIZATION, PROGRAMMING And DISTRIBUTION

1. Technical \*radiofónicas: Production and realization \*radiofónica.
2. The \*guion \*radiofónico: characteristics.
2. Editorial of the \*guion. Councils of writing.
3. Expressive elements of the script
4. The skeleton of the script
5. Structure of the script

#### SUBJECT 5: SCRIPT And JOURNALISTIC GENDERS IN The RADIO.

1. The script and the journalistic genders.
2. The news in the radio and his characteristics
3. The chronicle
4. The \*reportaxe \*radiofónica
5. The interview \*radiofónica
6. The survey.
6. Norms of manufacture
- 7.- The script by types of programs
8. The commercial script in radio.

#### SUBJECT 6: The GENDERS OF FICTION And PASTIME

1. The genders of fiction \*radiofónica
2. The genders of pastime in the radio
- it) The \*magacín
- \*b) The specialized magazines
- \*c) The musical programs
- \*d)The programs of participation
- and)The sportive programs
- \*f) The \*faladoiros and debates

#### SUBJECT 7: The ADVERTISING IN The RADIO

1. Formats \*radiofónicos of the advertising
2. The reign of the \*jingle or \*cuña sung
3. \*Necrológicas
4. The advertising contents in the radio.

#### SUBJECT 8. The PODCAST And The AUDIBLE FICTION IN The RADIO

1. Irruption and history of the podcast
2. Birth of the Podcast in Spain "He big \*apagón.
- 3.- \*Podium \*Podcast and other platforms of audible fiction in radio
4. New models of production

##### DIDACTIC UNIT 5:

##### The SOCIAL FUNCTIONS OF The RADIO

#### SUBJECT 9. The SOCIAL FUNCTIONS OF The RADIO APPROXIMATION To The CONCEPT OF PROPAGANDA To RADIO HOW POLITICAL WEAPON OF WAR

1. Approximation to the concept of Propaganda.
2. The word and the power along the history.
3. Forms to attach to the receiving
4. The radio how political weapon
5. Propaganda \*radiofónica during the Cold War
- 6.- The radio in the totalitarian regimes.

##### UNIT DIDACTICA 6.

##### ESTRUCTURA OF The RADIO IN SPAIN

#### SUBJECT 10: RADIO And AUDIOVISUAL MEANS. The INFORMATIVE COMPANY. STRUCTURE OF The RADIO IN SPAIN

1. Models and juridical regime of the radio in Spain.
2. Nature of the company of communication
3. Structure of the company \*multimedia.
4. The audiovisual companies
5. Main groups \*multimedia in Spain 6.
6. The radio through the cinema

#### Planning

	Class hours	Hours outside the classroom	Total hours
Laboratory practical	15	56	71
Lecturing	15	0	15
Autonomous problem solving	10	22	32
Workshops	8	14	22
Essay questions exam	2	8	10

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Laboratory practical	The students that opt by the modality of *evaluación continuous will realize activities of learning based in the procedures explained in the theoretical kinds. The practices will be in the Laboratory of Radio 2 and will be in all moment *tuteladas pole teaching team. They consist in the realization of different exercises of *producción, *montaxe, edition and *postproducción of multiple pieces and contents *radiofónicos that will be valued and *evaluados teaching pole. Each student will work individually or in groups of four people, in function of the practice that owe prepare, distinct interventions *lo *locutorio of Laboratory of Radio stop the rest of the students (@informativo, *magazines, sports, pieces of audible fiction, musical programs, advertising formats, sponsorships, *caretas of program, etc. The intervention are reviewed of form customized teaching pole with observations stop each when was necessary of personal way and *individualizado. The assistance *presencial to the practices of laboratory is *obligatoria stop the students that receive to the modality of *evaluación continuous and the absences will owe to justified by writing. The students that receive to the modality of *evaluación global no *presencial will owe to realize a practical examination final in the Laboratory of Radio that will consist wool editorial and *locución of varied pieces *radiofónicas.
Lecturing	Exhibition by part of the professor of the contained theoretical of the subject that go in in the final examination (in the case of the modality no *presencial) or in the partial examinations (in the case of the modality of *evaluación continuous) and that the students owes to know stop the correct development of the practices in the laboratory of radio. They are theoretical sessions two hours that include the realization of any oral exercise or writing that will be evaluated teaching pole and will compute in the final note of the theoretical part of the subject (*evaluación continuous). The students that opt by the modality no *presencial will owe to presented to the final examination however the program of the subject.
Autonomous problem solving	This subject and an approximation to the radio how media of masses, to the his origin and to the his technological development, so much theoretical how practical. In the subject have particular relevance to *lingüaxe and the own style of the narrative and of the programming *radiofónica especially us his informative fields and of fiction and *entretenemento.
Workshops	Activity focused to the acquisition of instrumental knowledges envelope a thematic concrete, with specific assistance by part of the professor/it to the individual activities and/or in group that develop them/the students. The assistance and realization of the work proposed teaching pole is mandatory stop the students that receive to the modality of *evaluación continuous.

## Personalized assistance

Methodologies	Description
Laboratory practical	Second the needs of each student, *artellará a system of individual attention in the *tutorías.
Autonomous problem solving	Second the needs of each student, *artellará a system of individual attention in the *tutorías.
Workshops	Second the needs of each student, *artellará a system of individual attention in the *tutorías

## Assessment

	Description	Qualification	Training and Learning Results
Laboratory practical	EVALUACIÓN CONTINUOUS: Realization of practices in the study of radio. Presenciais Stop the students that receive to the evaluación continuous 40%	40	A1 B4 C4 D1 B7 D2
	EVALUACIÓN GLOBAL: Examination of locución in the Laboratory of Radio stop the students that receive to the modality of evaluación global in the that the student/will draft it and locutará the texts proposed teaching pole or will improvise an interview, presentation or musical program in a time/conditions established/put them it professor.		

Autonomous problem solving	Final work of Group. Manufacture of the pilot episode of a podcast of entreteiment or fiction.	10	A1 B4 C4 D1 B6
	In the case of the students that receive to the evaluación global will be able to be an individual podcast and will be able to use other voices that contribute to enrich the final product		
Workshops	Presentation and exhibition in the classroom by part of the students in front of it/the @docente and/or the group of students of one fear on contents of the subject or of the resulted of one work, exercise or project. Can be carried out of individual way or in group ( test destined to the students that receive to the modality of *evaluación continuuous)	10	A1 B4 C4 D1 B5 D2
Essay questions exam	EVALUACI*ÓN CONTINUOUS: Examination of objective questions: they Will be four partial proofs theorists along the *cuadrimestre. #Each will feature of an exercise type Test of 20 questions with different alternatives of answer (true/fake, multiple election, *emparellamento of elements, *diagramación of *guion...Etc) . The students that surpass the four test will not have to do final examination, except in the case to want go up note.  EVALUACI*ÓN GLOBAL: Realization of a final examination theorist of all the subject stop the students that receive to the modality of *evaluación global (no *presencial) that will be writing and will feature five questions, #each of them valued in two points *Teránse in account the following criteria of evaluation of the proof: -The accuracy of the answers. -The sufficiency of knowledges -The capacity to relate contents -The correct expression of the answer that requests -The presentation, the calligraphy and the fouts of spelling.	40	A1 B4 C4 D1 D2

### Other comments on the Evaluation

The tests of the system of continuous assessment of student learning will be based on a combination of some of the following methodologies: written or oral exams, work presented and academically directed, with respect to the contents of the subject, carrying out different types of practices and active participation of students in theory classes, practices, seminars, workshops and other activities related to the subject.

The continuous assessment tests, both face-to-face and online, will always be carried out within the timetable assigned to the classrooms of the subject. In the event of insufficient resources, the teaching staff responsible for the subject, through the subject, course and degree coordinators, will be able to articulate planning mechanisms that guarantee the best adjustment of the timetable for carrying out the assessment tests. This will be notified sufficiently in advance to the students involved through the subject timetables established by the degree coordinators. In any case, the aforementioned hours will be counted as part of the teaching hours of the subject. This modality may also include a final exam, understood as the one that has to be taken on the official exam date for each assessment opportunity.

Given that class attendance is a student's right, as stated in the Statutes of the University of Vigo, but at the same time it is a fundamental element of the teaching-learning process, it may be assessed as another factor in the student assessment processes in the continuous assessment mode. The accreditation data of such attendance shall be kept and students shall be notified in the same way as for other qualifications.

Attendance at practical sessions is compulsory for students in the continuous assessment mode and absences without documentary justification will be taken into account in the final mark. Each absence in the practical sessions of the subject subtracts 0.25 points from the final mark unless the student provides official written justification. For these purposes, the following will be considered as justified causes:

- The taking of exams, official assessment tests or selective tests in the Administration that are justified by the accreditation of the assessing body.
- The presence in collegiate bodies and commissions derived from these by the elected representatives of the student body, accredited by the presidency or secretariat of the aforementioned body or commission. As well as the representation of the University of Vigo in the bodies where it is present.
- Admission to hospital centres or scheduled medical consultations accredited by the medical centre or doctor involved.
- Illness or medical leave that prevents physical presence at the centre, accredited by the medical centre or doctor involved.

- e. The serious illness or death of a family member, up to the 3rd degree, duly accredited.
- f. The performance of a public duty, duly accredited.
- g. Limited mobility due to inclement weather or any other duly accredited emergency, or the declaration of an alert, alarm or exception, decreed by a competent public administration in the territory of the University of Vigo, which limits mobility or advises against it.
- h. Strike or authorised academic stoppage, duly accredited.
- i. Participation as an athlete in the cases set out in the University of Vigo Student Athlete Statute.
- j. Any other supervening cause.

In the global evaluation system, non-attendance to the classrooms will not have a negative impact on the grade nor will it be a mandatory requirement. In the case of requesting the global assessment, the student may be assessed for practicals even if he/she does not attend them, as long as they are not of a clinical/experimental nature, as in the subjects "External practicals" or "Practicum" of any degree.

In the laboratory practicals, the presentation of the proposed tasks in due time and form and their adequacy to the explanations given in the theoretical sessions and in the laboratory practicals will be assessed.

It is possible to carry out complementary work, always in agreement with the teacher, which will serve to improve the mark obtained.

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## **Sources of information**

### **Basic Bibliography**

BERDASCO GANCEDO, YOLANDA, **Comunicación Radiofónica**, 2ª Edición, Ediciones CEF, 2017

MARTA-LAZO, CARMEN Y ORTIZ SOBRINO MIGUEL ANGEL (EDITORES), **La información en radio: contexto, géneros, formatos y realización**, Fragua, 2016

TENORIO, IVAN, **La nueva radio**, Marcombo, 2008

BALSEBRE, ARMAND, **Historia de la Radio en España. 2 Volúmenes**, Cátedras, 2001

GARCÍA GONZÁLEZ, A., **Comunicación radiofónica**, Universidade de Vigo, Servicio de Publicacións, (2000)

GARCÍA GONZÁLEZ, A., **Manual del comunicador radiofónico**, CIMS. Barcelona, 2001

### **Complementary Bibliography**

ORTIZ, MIGUEL A. Y VOLPINI, F., **Diseño de programas de radio**, Paidós Comunicación, 1995

MUNSÓ CABUS, JUAN, **40 años de radio**, Ediciones Picazo, 1980

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## **Recommendations**

### **Subjects that continue the syllabus**

Sound Expression/P04G071V01208

### **Subjects that are recommended to be taken simultaneously**

Communication: Theory and History of Communication/P04G071V01106

Spanish Language: Textual and Visual Expression/P04G071V01101

Language: Galician Language/P04G071V01201