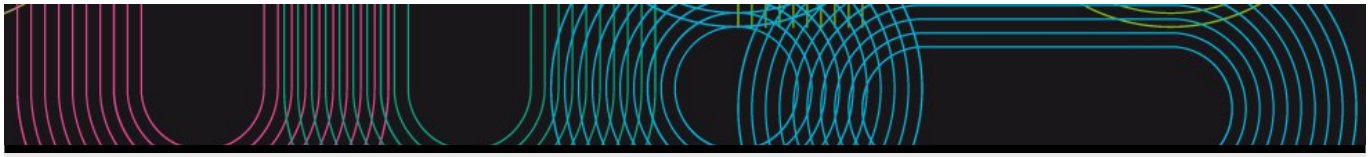

IDENTIFYING DATA				
TV communication theory and practice				
Subject	TV communication theory and practice			
Code	P04G190V01405			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	López Fernández, José Manuel			
Lecturers	Frade Fraga, Sergio López Fernández, José Manuel			
E-mail	josemlopez@uvigo.es			
Web	http://webs.uvigo.es/albertodafonte			
General description	(*)Teoría e técnica da comunicación televisiva aborda o coñecemento dos diferentes aspectos que configuran a televisión como medio de comunicación de masas e como negocio. Con esta intención deséñase un programa docente centrado nos procesos de produción de contidos para o medio e para as novas pantallas, nas súas estratexias de difusión e nas diferentes posibilidades e condicionantes que presenta para o seu aproveitamento publicitario			

Training and Learning Results	
Code	
A5	That the students have developed those learning skills necessary to undertake later studies with a high degree of autonomy.
B1	Interpretative and operative competences of the communication as a reality and as a field of study from the humanistic and technical point of view: theoretical knowledge of the communication.
B2	Interpretative competence of the communication: ability to analyze the elements of the communication and generate the knowledges in this discipline.
C1	Knowledge of the historical evolution of the advertising communication and of the public relations, as well as of the industrial aspects, socio-political and aesthetic that influence on their elements, forms and processes.
C3	Knowledge of the structure of the advertising means: characteristics, typologies and problematic.
C5	Theoretical and practical knowledge of the advertising elements, forms and languages and of the public relations in the local/regional context, both national and international.
C11	Competence or digital literacy: ability and skill to use the technology and techniques of communication in new formats, interactive means and multimedia.
C13	Expressive dexterities: ability and skill to give creative form to the message. Realization of basic advertising pieces and supervision of its definitive production.

Expected results from this subject	Training and Learning Results
New	A5
New	B2
New	B1
New	C1
New	C3
New	C5
New	C3
New	C11
New	C13

Contents	
Topic	
(*)HISTORIA DA TELEVISIÓN. OS PRIMEIROS ANOS	(*)- Orixes tecnolóxicas da televisión - Primeiros modelos televisivos: Europa vs. Estados Unidos - Orixe e influencias dos contidos televisivos - Programacións televisivas nos primeiros anos - Primeiros pasos da investigación académica: os Television Studies
(*)4. ESTRUTURA DO SECTOR TELEVISIVO	(*)- Actores públicos e privados do sector televisivo - A regulación dos contidos televisivos: organismos e normas - Tipoloxía dos operadores de televisión
(*)2. TECNOLOXÍA TELEVISIVA BÁSICA	(*)- Captación de imaxe e son: iluminación, cámaras, soportes e microfonía - Equipamento de plató e control de realización - Emisión e recepción, sistemas de televisión
(*)3. PRODUCIÓN DE CONTIDOS TELEVISIVOS	(*)- Etapas da produción audiovisual - Os xéneros televisivos - Desenvolvemento de proxectos televisivos - O guión: fases e estándares - Necesidades de produción básicas: localizacións, recursos humanos, material técnico. - Elaboración do package - O pitching
(*)5. O NEGOCIO TELEVISIVO	(*)- Modelos de negocio - O modelo publicitario - Publicidade en televisión: tipoloxía, características e condicionantes - Medición de audiencias en televisión: conceptos clave e estatísticas - Estratexias de programación en televisión - Novas ventás de difusión de contidos audiovisuais

Planning			
	Class hours	Hours outside the classroom	Total hours
Practices through ICT	0	12	12
Lecturing	24	24	48
Seminars	10	10	20
Laboratory practical	14	0	14
Mentored work	0	20	20
Learning-Service	0	20	20
Objective questions exam	2	14	16
*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.			

Methodologies	
	Description
Practices through ICT	The sessions *magistrales base in the weekly work made of autonomous form by the students. The realisation of these tasks through digital platforms will be valued by the educational.
Lecturing	The sessions *magistrales base in the weekly work made of autonomous form by the students. On the base of the previous knowledge purchased by the students will develop the theoretical contents of the matter.
Seminars	Exhibition of audiovisual tendencies. Organisation and follow-up of the evolution of the works .
Laboratory practical	I handle of teams of illumination, recording, sound and edition of video.
Mentored work	Taking like base the seminars and the practices of laboratory the students will develop a project of audiovisual content and will organise his production
Learning-Service	Realisation of the audiovisual content developed inside the general frame of the Learning-service and editorial of the *portfolio of the project

Personalized assistance	
Methodologies	**Description**
Mentored work	Personalised follow-up of the works proposed so much in schedule of class as in *tutorías and in the platform of *teledocencia
Learning-Service	Personalised follow-up of the works proposed so much in schedule of class as in *tutorías and in the platform of *teledocencia

Assessment

	Description	Qualification	Training and Learning Results		
Practices through ICT	The sessions *magistrales base in the weekly work made of autonomous form by the students. The realisation of these tasks through digital platforms will be valued by the educational.	10	A5		C11
Lecturing	The sessions *magistrales base in the weekly work made of autonomous form by the students. The assistance and participation in the face-to-face classes will be evaluated in function of the realisation of the activities proposed by the educational.	10	A5	B1 B2	C1 C3 C5
Mentored work	Production of a brief audiovisual piece of thematic to propose by the educational (individual work).	10		B1	C5 C13
Learning-Service	Development, recording and edition of the audiovisual contents required inside the frame of the Learning-service and presentation of *portfolio (work in group).	30			C5 C11 C13
Objective questions exam	Examination of the matter tackled in the theoretical and practical sessions	40		B1 B2	C1 C3 C5

Other comments on the Evaluation

The student *podrÃ opt the two types of *cualificaciÃ�*n: *evaluaciÃ�*n continuous and *evaluaciÃ�*n global1- *EvaluaciÃ�*n continuous:
The students have toÃ approve each one of the works and projects to surpass the subject. The works and projects proposed are compulsory. The students have toÃ surpass a final examination that *tendrÃ place in the agreed dates by the centre and that representÃ 40% of the note. Those students that are missing to *mÃ*s of two sessions of *prÃ*cticas and/or seminars have toÃ*n surpass, of additional way, an examination *prÃ*ctico that it guarantee the *adquisiciÃ�*n of the competitions of the matter on which works in these sessions and that reinforce in the works *tutelados and projects. BeÃ reason of *evaluaciÃ�*n negative the copy, the plagiarism, the *reproducciÃ�*n of creative works of other authors or not participating with his team in any of the *prÃ*cticas.
ApplyÃ*n the percentages and previous concepts (*PrÃ*cticas with support of the TIC, works *tutelados individual and in group and final examination). The final note beÃ the half note of all the sections, *segÃ�*n his relative percentages. ConserveÃ*n the qualifications of the parts approved for the following announcement. In the second opportunity applyÃ*n the same criteria. All the details referred to the *evaluaciÃ�*n continuous, *prÃ*cticas with support of the TIC, works *tutelados individual and in group and final examination with his *correspondentes calendars of delivery, the criteria of *correcciÃ�*n, aceÃ like the qualifications, publishÃ*n in the platform *MOOVI. BeÃ responsibility of the student be finally and to the dessert of this *informaciÃ�*n, since no facilitateÃ by any another half.
2 - *EvaluaciÃ�*n global:
Of compliance with the willing in the Regulation of *evaluaciÃ�*n, *cualificaciÃ�*n and educational quality and in the process of learning of the students, the student that do not opt by the modality of *evaluaciÃ�*n continuous *tendrÃ right the one global proof in the dates that determine the Faculty. BeÃ a Ã�*nica tests that allowÃ to the students describe between 0 and 10, the same that in the *evaluaciÃ�*n continuous. This possibility have toÃ be requested on purpose by the student, with *antelaciÃ�*n and following the *trÃ*mites that it determine the Deanship of the Faculty, and *supondrÃ the *anulaciÃ�*n *automÃ*tica of all the qualifications obtained by the modality of *evaluaciÃ�*n continuous. In said procedure *podrÃ consult in the platform *MOOVI. No admitÃ*n applications passed the term established and, once recognised the right, no *podrÃ desist of the same.
The proofs makeÃ*n in the date and hour officially established by the Faculty. Like general norm, the *duraciÃ�*n of this official proof is of two hours. For the *evaluaciÃ�*n global, each student needÃ 3 additional hours (5 from initiate it of the proof) to make it. StateÃ of the following *apartardos:

1. **Examination youÃ�rich *prÃ*ctico (30% of the note).** Examination of questions of development and of Ã�*ndole *prÃ*ctica in which poseÃ*n questions *realacionadas with the contents treated in the *lecciÃ�*n *magistral and that beÃ the *disposiciÃ�*n of the students/ace in the platform *Moovi
2. **It delivers Works/Pieces (35% of the note)**. Similar to the proposal in the *evaluaciÃ�*n continuous. The student *habÃ�to delivered the *dÃ�to of the final proof of *evaluaciÃ�*n *todolas pieces of *emisÃ�*n and *todolos works that the students that *cursan the model of *evaluaciÃ�*n continuous have to go *guionizando, producing, making, editing and *posproducindo along the course for his back *utilizaciÃ�*n in the different informative that make along the course.
3. **Proof *PrÃ*ctica (35% of the note).** *RealizaciÃ�*n Of a proof of *carÃ*cter *prÃ*ctico for the *realizaciÃ�*n of one or several informative. Said proof *prÃ*ctica *podrÃ consist in the *resoluciÃ�*n of a supposition *prÃ*ctico. This proof makeÃ *despuÃ�*s of the examination youÃ�rich and *tendrÃ a *duraciÃ�*n *mÃ*xima of 3 hours. The final

note beÃ the half note of the 3 parts, second his corresponding percentages. In the second opportunity (July) applyÃ*n the same criteria.

All the details of the structure of the examination, the *especificaciÃ*s of works and *prÃ*cticas, the calendar of delivery, the criteria of *correcciÃ*n, aceÃ like the qualifications, publishÃ*n in the platform *MOOVI. BeÃ responsibility of the student be attentive to this *informaciÃ*n, since no facilitateÃ by any another half. Any no foreseen appearance in this *guÃ*to resolveÃ in *funciÃ*n of the quoted Regulation of *evaluaciÃ*n, *cualificaciÃ*n and quality of the *enseÃ*anza and of the process of learning of the students:**Https://secretary.*uvigo.*gal/*uv/Normative/web/*public/*show/565**

Sources of information

Basic Bibliography

Albert, P. e Tudesq, A., **Historia de la radio y la televisión**, Fondo de Cultura Económica, 1982

Allen, R. C. e Hill, A., **The television studies reader**, Routledge, 2004

Barroso, J., **Realización de los géneros televisivos**, Síntesis, 1996

Bignell, J., **An introduction to television studies**, Routledge, 2008

Bustamante, E, **La televisión económica. Financiación, estrategias y mercados**, Gedisa, 2001

Jenner, M., **Netflix and the Re-invention of Television**, Palgrave Macmillan, 2018

Neira, E., **Streaming Wars**, Libros Cúpula, 2020

Perebinossoff, P. , Gross, B. e Gross, L., **Programming for TV, Radio & The Internet**, Focal Press, 2005

Saló, G., **¿Qué es eso del formato? Cómo nace y se desarrolla un programa de televisión**, Gedisa, 2003

Complementary Bibliography

Recommendations

Subjects that it is recommended to have taken before

Communication: History and Theory of Communication/P04G190V01104
Communication: Image theory and technique/P04G190V01106