

Television Theory and Analysis

Code: 103048
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	0

Contact

Name: Belen Monclús Blanco
Email: Belen.Monclus@uab.cat

Use of languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Other comments on languages

Anglès (60% Debats i Seminaris) i Català (Teoria 40%)

Prerequisites

To attend this course, a good reading comprehension of English and English is required at the basic/intermediate level, since 60% of the activities will be conducted in English. The theory will be done in Catalan. The exercises and the exam can be done in Catalan, Spanish or English. Students will use English in class to ask questions, presentations and to deliver prepared documents in advance. Exams and sudden exercises can be done in any of the three languages.

Objectives and Contextualisation

This course is included in the subject of the degree History and Esthetics of Audio-visual Communication. This subject is formed by the following subjects of 6 ETCS credits each:

- History of Cinema
- History of Radio and Television
- Theory and Analysis of Film
- Theory and Analysis of Radio
- Theory and Analysis of Rhotography
- Visual studies
- Theory and History of Interactive Communication

As defined in the syllabus, the course provides basic knowledge about television, especially in the introduction to the structural, technological and aesthetic factors that define television products. In this sense, analysis and interpretation tools are also articulated for television programs, giving students a critical ability to analyze the television discourse.

Skills

- Contextualise audiovisual media and its aesthetics from a historic perspective.
- Demonstrate a critical and self-critical capacity.

- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Disseminate the areas knowledge and innovations.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning outcomes

1. Apply theoretical principles to the analysis of audiovisual processes.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Demonstrate ethical awareness as well as empathy with the entourage.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
7. Disseminate the areas knowledge and innovations.
8. Identify interactions between history, aesthetics and audiovisual communication.
9. Identify phenomena and consider theoretical problems regarding audiovisual communication.
10. Manage time effectively.
11. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
12. Rigorously apply scientific thinking.

Content

1.-Context of Contemporary Television

Brief overview to contextualize the main features (technologicals, regulatory, cultural and social) that define and determine the television industry today.

2.-International Television Trends

Critical analysis of the international television programming trends at the present time, the phenomenon of the global format trade and the social function of television in the contemporary society.

3.-The role of new television platforms in the digital scene. Television and Internet.

To determine the new television signal distribution platforms and its implication regarding the evolution of TV as a medium. The irruption of Social TV.

4.-Approach to Television Studies theoretical framework in the digital scenario

Introduction to this academic discipline and the evolution of its studies in the digital age, specially in order to analyse the new role of the viewer/user in the social networking age.

5.Analysing Television: Sources, Tools and Analytical Models

Description of the main research methods and techniques for analysing television. Proposal, development and implementation of an own model.

Methodology

The acquisition of knowledge and skills by students will be carried out through different methodological procedures that include master classes in the classroom, analysis exercises, debate and reflection from viewings and reading material in the spaces of the classroom and seminars, and tutorials.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
SEMINARS	15	0.6	12, 1, 11, 4, 2, 6, 10, 9
THEORETICAL CLASSES	37.5	1.5	12, 1, 6, 9, 8
Type: Supervised			
TUTORIALS	7.5	0.3	12, 1, 11, 2, 6, 9
Type: Autonomous			
AUTONOMOUS WORK	82.5	3.3	12, 1, 11, 3, 4, 5, 2, 6, 10, 9

Evaluation

The evaluation consists of three different parts:

Theoretical exam (30%)

Final project (group activity) (50%)

Seminars and Participation in seminars (20%)

The three parts of the evaluation must be passed independently to make the average.

Students who have a minimum grade of 3 and less than 5 will be able to submit to the tests of recovery only of the theoretical exam and of the final project.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
FINAL PROJECT	50%	4	0.16	12, 1, 11, 3, 4, 5, 2, 6, 7, 10, 9
SEMINARS	20%	1	0.04	12, 2, 6
THEORETICAL EXAM	30%	2.5	0.1	12, 1, 4, 6, 9, 8

Bibliography

Elementary Bibliography

Beck, Daniel; Hellmueller, Lea; Aeschbacher, Nina (2012). "Factual Entertainment and Reality TV". In Communication Research Trends, vol. 31 (2), 4-27.

Bignelli, Jonathan (2004). *An Introduction to Television Studies*. London: Routledge.

Bordieu, Pierre (1997). *Sobre la televisión*. Barcelona: Anagrama.

Carpentier, Nico (2012). "The concept of participation. If they have access and interact, do they really participate?". In *Revista Fronteiras. Estudos midiáticos*, 14(2), pp. 164-177.

Casetti, Francesco; Di Chio, Federico (1999). *Análisis de la televisión: instrumentos, métodos y prácticas de investigación*. Barcelona: Paidós.

Esser, Andrea (2012). "The format business: Franchising television content". In *International Journal of Digital Television*, vol. 4 (2), 141-158.

Gray, Jonathan; Lotz, Amanda (2012). *Television Studies*. Cambridge/Malden: Polity Press.

Grainge, Paul (ed.). *Ephemeral Media. Transitory Screen Culture from Television to YouTube*. London: Palgrave Macmillan, British Film Institute.

Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York, London: New York University Press.

Lotz, Amanda (2009). *Beyond prime time: Television programming in the post-network era*. New York: Routledge.

Prado, Emili (2017). "El audiovisual on line over the top. El future del audiovisual europeo y español". In E. Bustamante (coord.), *Informe sobre el Estado de la Cultura en España. Igualdad y diversidad en la era digital [ICE-2017]*. Madrid: Observatorio de la Cultura y Comunicación, Fundación Alternativas, 127-144.

Spigel, Lynn; Olsson, Jan (eds.) (2004). *Television after TV. Essays on a medium in transition*. Durham/London: Duke University Press.

Tay, Jinna; Turner, Graeme (2009). *Television Studies after TV: Understanding Television in the Post-broadcast Era*. London, New York: Routledge.

Vande Berg, Lea; Wenner, Lawrence; Gronbeck, Bruce (1998). *Critical approaches to television*. Boston/New York: Houghton Mifflin Company.

van Dijck, José (2009). "Users like you? Theorizing agency in user-generated content". In *Media, Culture & Society*, 31(1), 41-58.

Throughout the theoretical classes, complementary bibliography will be provided based on each syllabus.