



Universitat de Lleida

DEGREE CURRICULUM
**NEW TRENDS IN TELEVISION
AND DIGITAL CONVERGENCE**

Coordination: VISA BARBOSA, MARIONA

Academic year 2020-21

Subject's general information

Subject name	NEW TRENDS IN TELEVISION AND DIGITAL CONVERGENCE			
Code	101934			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	4	OPTIONAL	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	1		1
Coordination	VISA BARBOSA, MARIONA			
Department	CATALAN STUDIES AND COMMUNICATION			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
VISA BARBOSA, MARIONA	mariona.visa@udl.cat	6	

Learning objectives

Identify the basic characteristics of communication over the internet.

Identify the basic characteristics of cyberjournalism.

Describe the different multimedia and interactive audiovisual genres and formats.

Identify the forms of realization and distribution of contents generated by the users through different interactive media.

Demonstrate knowledge of the main lines of evolution of the internet from the perspective of its social use and its development as technology and industry.

Describe and analyze the new television formats that emerged in the era of digital convergence.

Competences

General

CG3. Apply theoretical knowledge in practical activity.

CG4. Develop knowledge of applied computing and digital systems.

CG5. Develop the ability to manage information.

Specific

CE13. Identify and apply the theoretical and practical foundations of audiovisual communication and communication on the Internet

CE14. Identify and apply the logical and narrative and expository skills specific to audiovisual and interactive contents of information and non-informative.

CE15. Develop the creative ability in the audiovisual, multimedia and interactive production of the different genres.

Transversal

CT3. Acquire training in the use of new technologies and information and communication technologies

Subject contents

1: DIGITAL CONVERGENCE. FROM FLOW TO STOCK. From Paleotelevision to Hypertelevision. From the stock era to the era to flow. Digital convergence. Televisions and digital platforms.

2: QUALITY TV. FROM THE THIRD GOLDEN AGE OF FICTION TO THE STREAMING WARS: First, second and third golden ages of television fiction. Narratives and structure of television series. Streaming era: new trends. Representation of gender and diversity in television fiction.

3: NEW DISCOURSES OF NON-FICTION. Documentary series. The mockumentary. New agents in the production of information. The role of television in social emergencies and crises.

4: PUBLIC TELEVISION IN THE DIGITAL AGE. PROGRAMMING OF QUALITAT I CULTURAL PROGRAMS: The promotion of cultural and natural heritage on television. Slow TV. Sex disclosure programs. Representation of

minority or minority audiences. Miniput Contest.

5: TELEREALITY AS A STAR FORMAT OF CONTEMPORARY TELEVISION: Characteristics and types of reality shows. Transmedia applications. Autobiographical accounts and UGC.

Methodology

1. Virtual and face-to-face master classes: Presentation of the contents of the subject orally by the teacher or from commented powerpoints
2. Directed debate and face-to-face seminars. Promote oral expression and comprehension in a group conversation in which the topic can be prepared, but not the development of the interventions. Work sessions in small groups to research a topic through dialogue and discussion, under the direction of a teacher, to delve into monographic topics, based on information previously provided by teachers.
3. Group work. Learning activity that is done through collaboration between members of a group. Exhibitions.
4. Written work. Activity consisting of the presentation of a written document, journalistic review that will be published in the portal Notícies de Lleida.
5. Case study. Method used to study an individual, an institution, a problem, etc. in a contextual and detailed way.
6. Attendance at competitions: Virtual attendance at the Miniput Quality Television Show.

Non-presential classes will follow this format:

- Master class from videoconference or sound slides
- Viewing and commenting on a work via videoconference, with subsequent debate through the Virtual Campus forum tool
- Case studies by students through the videoconferencing tool or recorded videos.

Information on data protection in the audiovisual register in the subject NOVES TENDÈNCIES EN TELEVISIÓ I CONVERGÈNCIA DIGITAL

In accordance with current regulations on the protection of personal data, we inform you that:

- The organisation responsible for the recording and use of the image and voice is the University of Lleida -UdL- (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).
- The recorded images and voices shall be used exclusively for teaching purposes.
- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya

(<http://www.udl.cat/ca/serveis/arxiu/>).

- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.
- The UdL shall not transfer the data to third parties, except in the cases strictly provided for by the Law.
- The student can access their data; request correction, deletion or portability; object to its processing and request

its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means

Development plan

Presential hours: 22,5 hours

- Face-to-face master classes
- Seminars
- Student exhibitions
- Personalized attention
- Evaluation activities

Non presential hours: 127,5

- Virtual master classes
- Virtual seminars, with viewings or programmed readings to proceed later to the debate through the virtual campus
- Virtual exhibitions of the students
- Attendance at virtual events (Miniput)
- Autonomous work of the student
- Personalized attention
- Evaluation activities

CASE STUDIES:

28th october virtual:

- GROUP 1: Killing Eve. BBC America. 2018-

4th november presencial:

- GROUP 2: Modern love. Amazon Prime Video. 2019-

11th november virtual:

- GROUP 3: Making a murderer . Netflix. 2015-

18th november presencial:

- GROUP 4: Operación palace . La Sexta. 2014.
- GR0UP 5: Herois quotidians. TV3. 2008

2nd december presencial:

- GROUP 6: Cuentos de viejos . Señal Colombia. 2013-
- GROUP 7: Old people's home for 4 years olds. Channel 4. 2017

9th december virtual:

- GROUP 8: Tabús . TV3. 2020.
- GROUP 9: Brabo Negro, the Black Vlogger Acting White. NPO3. 2014.

16th december presencial

- GROUP 10: The big donor show ; BNN. 2008.
- GROUP 11: Sakte TV ; Norwegian Broadcasting Corporation, 2009-

13th january virtual:

- GROUP 12: Life in a day. Youtube. 2011.
- GRUP 13: Oh my goig. BTV. 2018-
- GR0UP 14: Drama. Playz. 2020.

For the individual work of the people who request an alternative assessment:

Patria. HBO. 2020

100 cameras. NHK. 2018

BTV Kids. BTV. 2016

Individual work will consist of:

- Academic work: Description, main characteristics, antecedents or similar works, link them with the contents of the class, main challenges, possibilities of adaptation to the territory, personal opinion.
- Journalistic piece about the work, linking it to current trends and challenges in television, to be published in *Notícies de Lleida Magazine*.

Deadline for delivery: January 13.

All planning contained in this document may be altered for health reasons. In case of total confinement all classes would become non-contact following this format:

- Master class from videoconference or sound slides
- Viewing and commenting on a work via videoconference, with subsequent debate through the Virtual Campus forum tool
- Case studies by students through the videoconferencing tool or recorded videos.

Evaluation

The final grade of the course will be the result of these learning activities:

40%: Case study presentation. It consists of: Viewing + Exhibition + Debate. To deliver written work in the form of a journalistic review. Groups of two.

30%: Final exam.

20% Active participation in face-to-face or non-face-to-face practical sessions.

10% Virtual attendance at the Miniput contest.

Students who combine their degree with a full time job have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information, please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

EVALUATION OF THE CASE STUDY

- Choose the fragment to watch 1.25
- Oral presentation 1.25
- Degree of knowledge of the work and explanation of the main characteristics 2.5 - Suitability of the questions raised in the debate 2.5
- Quality of the journalistic piece 2.5

EXAM EVALUATION:

- Theoretical contextualization: 3
- Critical commentary on the work: 1.5
- Contributions of references and academic definitions: 2
- Contribution of similar examples: 2
- Good writing and structure: 1.5

ASSESSMENT OF ATTENDANCE AND PARTICIPATION:

- Random attendance checks: 2
- Participation in the case study debates: 8

Bibliography

CASCAJOSA, C. (ed.) (2007) *La caja lista: televisión norteamericana de culto*. Madrid: Laertes.

FERRÉ, C- (2013). *Infoentretenimiento : el formato imparable de la era del espectáculo* Barcelona: Editorial UOC

GIFREU, A. (2013). *El Documental interactivo : evolución, caracterización y perspectivas de desarrollo*. Barcelona. | Editorial UOC

GORDILLO, I. (2009). *La hipertelevisión: géneros y formatos*. Quito: Ciespal

IMBERT, G. (2003), *El zoo visual*. Barcelona, Gedisa,

JENKINS, H. (2006). *Convergence culture: Where old and new media collide*. NYU press. LEÓN, B. (2009)- *Telerrealidad: el Mundo tras el cristal* Sevilla. Comunicación Social. LEÓN, B. (2009)- *Telerrealidad: el Mundo tras el cristal* Sevilla. Comunicación Social.

LEÓN, B. (2013)- *Entretenimiento televisivo basado en hechos reales: géneros, formatos y tendencias*; Sevilla. Comunicación Social.

LEVERETTE, Marc; OTT, Brian L.; BUCKLEY, Cara Louise (ed.). (2009) *It's not TV: watching HBO in the post-television era*. Routledge

- MCCABE, Janet; AKASS, Kim (ed.). (2007). *Quality TV: Contemporary American television and beyond*. IB Tauris
- NEIRA, E. (2020). *Streaming wars*. Libros La Cúpula.
- PASTORIZA, F. (2003). *Cultura y televisión : una relación de conflicto* Gedisa
- WOLTON, D. (2000). *Internet, i després? Una teoria crítica sobre els nous media*. Barcelona: Pòrtic
- SCOLARI, C. (2013). *Narrativas transmedia: cuando todos los medios cuentan*. WOLTON, D. (2000). *Internet, i després? Una teoria crítica sobre els nous media*. Barcelona: Pòrtic

PAPERS:

- Micó, Josep Lluís. "Entretenimiento transversal. Convergencia de contenidos entre la televisión, internet y los dispositivos móviles." *Trípodos. Facultat de Comunicació Blanquerna*. 27 (2011): 107-115.
- Strate, Lance. "El medio y el mensaje de McLuhan." *La tecnología, extensión y amputación del ser humano, en INFOAMÉRICA Iberoamerican Communication Review* 7-8 (2012).
- Cascajosa Virino, Concepción. "La nueva edad dorada de la televisión norteamericana." (2009).
- Castells, Arnau Gifreu. "El nuevo discurso de la no ficción interactiva y su aplicación para los dispositivos móviles. El caso del documental multimedia interactivo." *Revista GEMInIS* 1 Año 2 (2011): 232-250.
- Castelló Martínez, Araceli, and Cristina del Pino Romero. "Análisis del branded content en televisión: estudio de casos españoles." (2014).
- Quintas-Froufe, N. "La construcción de la estrategia comunicativa en Twitter de un falso documental: Operación Palace." (2015).
- Horcajo, Miquel Garcia. "Estratègies d'hibridació en telerealtà en programes de televisions generalistes." *Quaderns del CAC* 36 (2011): 39-44.
- Gonzalo, Salomé Berrocal, Eva Campos Domínguez, and Marta Redondo García. "Comunicación Política en Internet: La tendencia al "infoentretenimiento" político en " YouTube"." *Estudios sobre el mensaje periodístico* 18.2 (2012): 643-659.
- Micó, Josep Lluís. "Entretenimiento transversal. Convergencia de contenidos entre la televisión, internet y los dispositivos móviles." *Trípodos. Facultat de Comunicació Blanquerna*. 27 (2011): 107-115.
- Strate, Lance. "El medio y el mensaje de McLuhan." *La tecnología, extensión y amputación del ser humano, en INFOAMÉRICA Iberoamerican Communication Review* 7-8 (2012).
- Cascajosa Virino, Concepción. "La nueva edad dorada de la televisión norteamericana." (2009).
- Castells, Arnau Gifreu. "El nuevo discurso de la no ficción interactiva y su aplicación para los dispositivos móviles. El caso del documental multimedia interactivo." *Revista GEMInIS* 1 Año 2 (2011): 232-250.
- Castelló Martínez, Araceli, and Cristina del Pino Romero. "Análisis del branded content en televisión: estudio de casos españoles." (2014).
- Quintas-Froufe, N. "La construcción de la estrategia comunicativa en Twitter de un falso documental: Operación Palace." (2015).
- Horcajo, Miquel Garcia. "Estratègies d'hibridació en telerealtà en programes de televisions generalistes." *Quaderns del CAC* 36 (2011): 39-44.
- Gonzalo, Salomé Berrocal, Eva Campos Domínguez, and Marta Redondo García. "Comunicación Política en Internet: La tendencia al "infoentretenimiento" político en " YouTube"." *Estudios sobre el mensaje periodístico* 18.2 (2012): 643-659.

