



Universitat de Lleida

DEGREE CURRICULUM

GENRES AND FORMATS FOR INTERNET AND NEW PLATFORMS

Coordination: VISA BARBOSA, MARIONA

Academic year 2023-24

Subject's general information

Subject name	GENRES AND FORMATS FOR INTERNET AND NEW PLATFORMS			
Code	101979			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	3	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	PHILOLOGY 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 forms of realization and distribution of audiovisual and multimedia contents generated by 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 a technology and as an industry.

Analyze the different multimedia and interactive audiovisual genres and formats.

Identify the processes of digital convergence.

Demonstrate aesthetic sensitivity with regard to multimedia creation.

Identify the different generic patterns coming from fiction, documentary and entertainment that incorporate interactivity as a specific characteristic.

Competences

Competencies:

General

CG3. Apply theoretical knowledge in practical activity.

CG4 Develop knowledge of applied computing and digital systems.

CG5 Develop the capacity of information management.

Specific

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

CE14. Identify and apply the specific narrative and expository logics and abilities of audiovisual and interactive informative and non-informative content.

CE15. Develop the creative capacity in the audiovisual, multimedia and interactive realization of the different genres.

Transversal

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

Subject contents

OPIC 1: THE NEW MEDIA ECOLOGY. TRANSMEDIA, CROSSMEDIA AND MULTIPLATFORM NARRATIVE. From broadcasting to narrowcasting: the long tail concept. Transmedia fiction and non-fiction narratives. Agents in creating content online. Canon versus user-generated content. The fandom.

SUBJECT 2: GENRES AND FORMATS FOR INTERNET AND NEW PLATFORMS. Bloggers, youtubers and streamers. Social Media: From Facebook to Tik Tok. The podcasting era. The distribution of content through e-newsletters.

Methodology

- 1.Face-to-face master classes: Presentation of the contents of the subject orally by the teacher
- 2.Seminars and guided debates based on case studies: Promote oral expression and comprehension in a group conversation in which the topic can be prepart, but not the development of interventions. Work sessions in small groups to investigate a topic through dialogue and discussion, under the direction of a teacher, to deepen on monographic topics, based on information previously provided by teachers.
3. Group work. Learning activity that is done through collaboration between members of a group.
4. Case study. Method used to study an individual, an institution, a problem, etc. in a contextual and detailed way

Development plan

FEBRUARY

Day 6 Explanation of the subject

Day 7 Theory UNIT 1

Day 13 (7:00 p.m.-8:00 p.m.) Theory UNIT 1

Day 14 (7:00 p.m.-8:00 p.m.) Theory UNIT 1

Day 20 (7:00 p.m.-8:00 p.m.) Theory UNIT 1

Day 21 (7:00 p.m.-8:00 p.m.) Theory UNIT 1

Day 27 Theory lectures class

Day 28: Practice 1 Copywriting

MARCH

Day 7 Theory lectures class

Day 7 Practice 2 Content curation

Day 13 Theory lectures class

Day 14 Theory + TikTok job preparation

Day 20 Theory lectures class

Day 21 Theory + Work preparation Youtube, Twitch

Day 27 Theory lectures class

Day 28 Practice 3 E-Newsletters

APRIL

April 3, 4 and 10 SETMANA SANTA

Day 11: Theory lectures class

Day 17: Theory + Podcast work preparation

Day 18: Comments listen to podcast

Day 24, 25 SETMANA DE LA COMUNICACIÓ

Day 28 (9.30-13.30h) Invited conference masterclass

MAY

Day 2 Delivery bag of questions

Day 8 Pitching exhibitions

Day 9 Reading

Day 15 EXAM

Day 16 Exhibitions of the students

Day 17 Exhibitions of the students

Day 22 Exhibitions of the students

Day 23 Exhibitions of the students

Presential hours: 60 hours

- Face-to-face master classes

- Seminars

- Student exhibitions

- Group activities

- Evaluation activities

Non presentialt hours: 90

- 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

Autonomous work of the student 90 hours

Classes will follow this format in case of confinement:

- Master class from videoconference or sound slides
- Case studies and student work through the tool that makes it possible to make groups in videoconferences
- Students conferences and debate through the Forum in Campus Virtual

Evaluation

30%: Theory exam. Bag of questions worked on during the course.

30% Digital communication project based on the transmedia expansion of one of the proposed books. Groups of 3 people.

Structure: Project definition (issuer, objectives), references, brief corporate design (naming and logo), social media plan, financing.

Class presentation: 20 minutes (includes listening to a maximum of 5 minutes of the podcast):

Podcast: periodic structure (tuning + intro + section 1 and section 2). Drafting of the ladder and recording.

Instagram / TikTok: Structure and content creation. Social media plan and 9 publications.

Electronic newsletter: Structure and writing of content. Social media plan and 3 publications between May 6 and the day of the presentation.

20% Participation in the activities proposed in the classes: Individual oral review. Groups of 3: Curation of content, Copywriting, Electronic newsletter.

20% Periodic individual delivery of questions relating to 4 readings or class activities (15 questions per person).

If plagiarised material is detected, we will apply what is established in the 'Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees

"Students who combine their degree with a full time job or a part-time job with schedules coinciding with classes 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 office (Secretaria de la Facultat de Lletres)".

Bibliography

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- SCOLARI, Carlos. (2013) *Narrativas transmedia. Cuando todos los medios cuentan*. Deusto S.A. Ediciones
- VIDAL, Montse. (2018). *Sonokey: el método de impulso emocional y mnemotécnico para las marcas*. Editorial UOC