

DEGREE IN COMMUNICATION

SECOND YEAR

Campus CEADE, Isla de la Cartuja. Sevilla.

DEGREE IN COMMUNICATION

Year	2 nd
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Graphic Design and Digital Image Treatment	First Semester
Communication Media History and Structure	First Semester
Audio-visual Language	First Semester
Social Psychology in Communication	First Semester
Editing and Broadcasting for Informative Media	First Semester
Audiovisual Media History and Structure	Second Semester
Infographics and Lay out	Second Semester
Human Resources and Advertising Theory and Structure	Second Semester
Digital Communication Theory and Structure	Second Semester
Audio visual Communication Theory and Technique	Second Semester

GRAPHIC DESIGN AND DIGITAL IMAGE TREATMENT

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Graphic Design and Digital Image Treatment
Module	Module V. Technologies, Tools and New Trends in Communication
Department	Social and Health Science
Semester	Third Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

2.1. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG13 - Being able to understand text and image messages in the media.
CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

2.2. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,
CT02 - Using communication skills and constructive criticism in team work.
CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
CT07 - Acquiring skills for team leading.
CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
CT10 - Being able to locate and manage documentation and information.
CT11 - Being able to adapt easily to new needs and changes.
CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
CT15 - Having a knowledge of and being able to use the new information technologies.

2.3. SPECIFIC SKILLS

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies.
CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.
CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.
CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.
CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

3. CONTENT

Graphic arts. Colour spaces. Web resolution and printing. Static image classification and precedents. Photographic language: typology and genres. Technical and visual characteristics in image taking. Computer software for image touch up. Tools. Layers, brushes and patterns in Photoshop. Fusion mode in Photoshop. Touch up techniques. Web optimization. Image printing and broadcasting variables. Copyright.

COMMUNICATION MEDIA HISTORY AND STRUCTURE

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Communication Media History and Structure
Module	Communication Media History and Structure
Department	Social and Health Science
Semester	Third Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

2.4. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG16 - Having a knowledge of the different forms of communication through audio

visual language.

2.5. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

2.6. SPECIFIC SKILLS

- CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
- CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.
- CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.
- CE13 - Having a knowledge of the structure and management of communication media as well as the different formats and mediums throughout history and nowadays.
- CE16 - Having a knowledge of the main media debates and events.
- CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.
- CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

3. CONTENT

Classification of communication systems. The objectivity principle. Historical communication types. The birth and evolution of communication media: press, radio, internet, others. The historical- structural approach of mass communication. Production, circulation and consumption phases. Information society. Elements. Characteristics and consequences. Media structure and messages. Communication industry. National and international Outlook.

AUDIO -VISUAL LANGUAGE

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Audio-visual Language
Module	Basic Social Sciences Module II
Department	Social and Health Science
Semester	Third Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

2.7. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG5 - Being able and having the necessary skill to use research throughout the communication process.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG7 - Being able and having the necessary skill to interpret and analyse motivational and sociological situations applied to communication.

- CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.
- CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.
- CG13 - Being able to understand text and image messages in the media.
- CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.
- CG16 - Having a knowledge of the different forms of communication through audio visual language.
- CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

2.8. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

2.9. SPECIFIC SKILLS

There is no data.

3. CONTENT

Image and language. Iconicity and abstraction. Messages and audio -visual language. Audio -visual elements and forms of expression. Morphological, dynamic and scaling/ resizing elements. Image functions. Codification. Audio -visual language elements and principles. Audio -visual message perception: sense- denotation; perception- connotation. Analysis of dynamic images: static and cinematic. Analysis of visual and auditory forms of expression.

SOCIAL PSYCHOLOGY IN COMMUNICATION

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Social Psychology in Communication
Module	Basic Social Sciences Module I
Department	Social and Health Science
Semester	Third Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

a. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

, projection and consequences in the individual, social, cultural and political aspects.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG4 - Having the necessary knowledge about communication theories and methods.

CG7 - Being able and having the necessary skill to interpret and analyse motivational and sociological situations applied to communication.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and

cultural conditions.

CG13 - Being able to understand text and image messages in the media.

b. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT14 - Applying ethical behaviour and values and caring about quality and rigour.

c. SPECIFIC SKILLS

There is no data.

3. CONTENT

Psycho -social intrapersonal and interpersonal processes. Social interaction. Different social skill behaviours. Components. Assessment. Psychosocial adjustment. Assertiveness. Stereotypes and attitudes in communication. Prejudice. Rumours. Means of transmission. Distortion. Control procedures. Intercultural communication. Types. Intercultural communication. Advertising. Suggestion. Advertising techniques. Creation and modification of public opinion.

EDITING AND BROADCASTING FOR INFORMATIVE MEDIA

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Editing and Broadcasting for Informative Media
Module	Module III. Theory, Techniques and Research in Communication
Department	Social and Health Science
Semester	Third Semester

Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

d. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

, projection and consequences in the individual, social, cultural and political aspects.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG4 - Having the necessary knowledge about communication theories and methods.

CG10

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG12 - Having a good command of the Spanish language in order to be able to produce communication documents.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

e. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural

contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

f. SPECIFIC SKILLS

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.

CE14 - Having the knowledge and being able to analyse journalistic information and speech in the different communication media.

CE16 - Having a knowledge of the main media debates and events.

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

3. CONTENT

Coherence and cohesion in the text. Lexical and grammatical procedures. Styles and formats for textual expression. Specific characteristics for each format. Message legibility and understanding. Journalistic style. Style books. Characteristics. Characteristics and structure in the writing of a news story. Elements. Production process. Types of news. Headlines. Composition rules. Other elements in headlines. Radio and audio -visual technical means. Description. Technical resources. Work operative method. Speech. Rhythm and style. Improvisation. Recordings and montage. Characteristics of the Radio message. Characteristics of the television message. Characteristics in the production of messages. Language in the radio. Sound elements: Word, music, effects, silence. Linguistic features. News elaboration/ production. Journalistic genres applied to radio and television: features, interviews, articles, surveys, journalistic genres. Broadcast.

AUDIOVISUAL MEDIA HISTORY AND STRUCTURE

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Audiovisual Media History and Structure
Module	Module IV. Media History and Structure
Department	Social and Health Science
Semester	Fourth Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

g. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG8 - Having the knowledge of the structure, workings and management of a Company, paying special attention to communication media, the advertising company

and the Public Relations company.

CG16 - Having a knowledge of the different forms of communication through audio visual language.

h. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

i. SPECIFIC SKILLS

CE03 - Analytical and instrumental skill about audio visual communication structure, processes, contents and techniques and its languages.

CE04 - Having a knowledge of the history and structure of audiovisual media and its different formats and mediums throughout history and nowadays.

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards

CE13 - Having a knowledge of the structure and management of communication media as well as the different formats and mediums throughout history and nowadays.

CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

3. CONTENT

History and structure of photography. Precedents. Photography masters. Silent movies. The arrival of sound film. Cinematographic genres. New cinematography. Contemporary films. Realism. Vanguards. Spanish silent film. The arrival of sound films in Spain. Post war Spanish films. Spanish films in democracy. Present day Spanish films. Television formats. Programming and television guide.

INFOGRAPHICS AND LAY OUT

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Infographics and Lay out
Module	Module V. Technologies, Tools and New Trends in Communication
Department	Social and Health Science
Semester	Fourth Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

j. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

k. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

l. SPECIFIC SKILLS

- CE03 - Analytical and instrumental skill about audio visual communication structure, processes, contents and techniques and its languages.
- CE04 - Having a knowledge of the history and structure of audiovisual media and its different formats and mediums throughout history and nowadays.
- CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
- CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.
- CE07 - Analytical and instrumental skills related to advertising and Public Relations processes, functions, structure and content.
- CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies.
- CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.
- CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.
- CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.
- CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.
- CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

3. CONTENT

Information and design: content and form. Basic concepts and principles. Page formats. Margins and modulations. Process of adaptation to potential

audiences. Flat plan. Grid and spacing. Order elements. White balance use. Section and subsections. Visual rhythm. Design according to genre. Headline. Front and introductory page. Print and typography. Typographic measures. Paragraphs and lining up. Legibility. Icons, shapes, balance, composition. Abstraction and figuration.

HUMAN RESOURCES AND ADVERTISING THEORY AND STRUCTURE

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Human Resources and Advertising Theory and Structure
Module	Module III. Theory, Techniques and Research in Communication
Department	Social and Health Science
Semester	Fourth Semester
Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

m. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection

about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG2 - Being able and having the necessary skill to assess a situation and define adequately a communication problem or need from the social sciences stance.

CG4 - Having the necessary knowledge about communication theories and methods.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG12 - Having a good command of the Spanish language in order to be able to produce communication documents.

CG13 - Being able to understand text and image messages in the media.

CG15 - Having a knowledge of the basics for persuasive communication.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

n. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way.

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

o. SPECIFIC SKILLS

CE02 - Having a knowledge of the elements which make up a message and the format in persuasive communication.

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE07 - Analytical and instrumental skills related to advertising and Public Relations processes, functions, structure and content.

CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.

CE15 - Being able to understand messages in social media taking into account

communication models and contexts, being aware of the impact of communication technologies in collaborative culture.

CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

3. CONTENT

Concept and types of business communication. Brand concept and functions. Product study. Positioning concept, types and strategies. Advertising research and objectives. The strategic axis. Creative strategy components. Advertising genres. Creative instructions models. Structure and analysis of the advertising message. Production of the advertising message. Media and planning strategy. Media briefing. Media planning phases. Analysis variables. Qualitative and quantitative techniques for advertising efficiency evaluation.

DIGITAL COMMUNICATION THEORY AND STRUCTURE

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Digital Communication Theory and Structure
Module	Module IV. Media History and Structure
Department	Social and Health Science
Semester	Fourth Semester
Total Credits	6
Year	2 nd

Type	Basic Training
Language in classroom	Spanish

2. SKILLS

p. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG1 - Having a knowledge of the economic, political, legal, social and cultural environment in which communication takes place.

CG8 - Having the knowledge of the structure, workings and management of a Company, paying special attention to communication media, the advertising company and the Public Relations company.

CG16 - Having a knowledge of the different forms of communication through audio visual language.

q. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way.

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes.

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

r. SPECIFIC SKILLS

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and

visual view points.

CE08 - Having a knowledge of and the skills about digital communication processes, functions and structures.

CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.

CE15 - Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.

CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

3. CONTENT

Digital paradigm. The user: digital natives and digital divide. The prosumer figure. Social context problems and quandary. Media de –contextualization: mass media and online media.

Information structuration and usability. Semantic web. Electronic publishing technologies.

Introduction to content management. Virtual communities and collaborative environments in the net. Future perspectives: mobility and integrated devices.

AUDIO VISUAL COMMUNICATION THEORY AND TECHNIQUE

1. SUBJECT DESCRIPTION

Degree	Communication
Subject	Audio visual Communication Theory and Technique
Module	Module III. Theory, Techniques and Research in Communication
Department	Social and Health Science
Semester	Fourth Semester

Total Credits	6
Year	2 nd
Type	Basic Training
Language in classroom	Spanish

2. SKILLS

s. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG4 - Having the necessary knowledge about communication theories and methods.

CG6 - Developing the skills which will enable students to think about communication, not only from the view point of professional practice but also for its own role, importance, projection and consequences in the individual, social, cultural and political aspects.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG16 - Having a knowledge of the different forms of communication through audio visual language.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

t. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way.
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes.
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

II. SPECIFIC SKILLS

- CE01 - Having critique, analysis and reflection abilities in relation to the audio visual fact as well as the interrelations between audio visual subjects and genres which make up the current audio visual media scenario.
- CE03 - Analytical and instrumental skill about audio visual communication structure, processes, contents and techniques and its languages.
- CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
- CE08 - Having a knowledge of and the skills about digital communication processes, functions and structures.
- CE09 - Being able to systematize, compare and relate current communication phenomena as well as having the ability to lay out in an adequate way the results from the research orally or by using audio visual or computer assisted means according to communication discipline standards.
- CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.
- CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.
- CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.
- CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

3. CONTENT

Concept of audio visual. Human perception. Audio visual perception. Physiological mechanisms for sound and image. Technical and human intervention. Audio visual communication media. Audio visual industry overview. Cinematographic production process. Television production process. Informative programme production process. Analysis and creation of informative audio visual texts. Audio visual information. Audio visual advertising. Work organization in the sector. Programmes, ratings and broadcast.