UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: DIGITAL CULTURE

Type: CORE COURSE

Degree: 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION

Center: 12 - FACULTY OF COMMUNICATION

Year: 4

Main language: Spanish

Use of additional languages:

Web site:

Code: 16529

ECTS credits: 6

Academic year: 2023-24

Group(s): 30

Duration: First semester

Second language: English

English Friendly: N

Bilingual: N

Lecturer: **NIEVES LIMÓN SERRANO** - Group(s): **30**

Building/Office	Department	Phone number	Email	Office hours
2.15	DPTO. EN CONSTITUCIÓN		Nieves.Limon@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
CB01	Possess and understand knowledge in an area of study that builds on the foundation of general secondary education and is at a level that relies on advanced textbooks and also includes knowledge from the cutting edge of their field of study.
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
CE03	Understand the communication and audiovisual structure and its impact on public policies at the different territorial levels.
CE04	Know and decode the industrial and business phenomena of the audiovisual sector.
CG01	Know the essential characteristics of communication, its elements and results, with the aim of understanding the communicative phenomena that occur in today's society.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Acquire a global and diachronic vision of the dominant models and strategies in the social history of communication.

Identify the most significant aspects of audiovisual transmission and production and apply them in practical contexts.

Examine the fundamental elements of the language of audiovisual communication in the process of composing information for transmission.

Become familiar with the processes of creation, design and production of audiovisual formats and programmes.

Recognise the dimensions of the audiovisual company's organisation and identify the different markets and marketing strategies in the audiovisual communication system.

Recognise and understand the main conceptual approaches related to digital cultures and contemporary technology.

Apply the principles of professional ethics and the ethical principles set out in the codes of ethics.

Handle the basic techniques of audiovisual production, both for conventional (television, cinema, radio) and contemporary (web, social networks) formats.

Pitch script proposals for commercial exploitation.

6. Units / Contents

Unit 1:
    Unit 1.1
    Unit 1.2
Unit 2:
    Unit 2.1
    Unit 2.2

Unit 3:
    Unit 3.1
    Unit 3.2
    Unit 3.3
Unit 4:
    Unit 4.1
Unit 5:
    Unit 5.1
    Unit 5.2
Unit 6:
    Unit 6.1
    Unit 6.2

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CE03 CE04 CG01 CG04 CG05 CG06	1.2	30	N	-	
Class Attendance (practical) [ON-SITE]	Practical or hands-on activities	CG04 CG05 CG06 CG07	1.12	28	Y	N	
Writing of reports or projects [OFF-SITE]	Cooperative / Collaborative Learning	CB01 CB03 CE03 CE04 CG01 CG04 CG05 CG06 CG07	2.4	60	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study	CB01 CB03 CE03 CE04 CG01 CG04 CG05 CG06	1.2	30	N	-	
Final test [ON-SITE]	Assessment tests	CB01 CB03 CE03 CE04 CG01 CG04 CG05 CG06	0.08	2	Y	Y	
		Total:	**6**	**150**			
		Total credits of in-class work: 2.4					**Total class time hours: 60**
		Total credits of out of class work: 3.6					**Total hours of out of class work: 90**

As: Assessable training activity
Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	40.00%	60.00%	
Assessment of problem solving and/or case studies	60.00%	40.00%	
Total:	**100.00%**	**100.00%**	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject , an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	**hours**
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	60
Study and Exam Preparation [AUTÓNOMA][Self-study]	30
Final test [PRESENCIAL][Assessment tests]	2
Unit 1 (de 6):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	3
Unit 2 (de 6):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	5
Unit 3 (de 6):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	5
Unit 4 (de 6):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	5
Unit 5 (de 6):	
Activities	**Hours**

| Class Attendance (theory) [PRESENCIAL][Lectures] | 5 |
| Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities] | 5 |

Unit 6 (de 6):	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	5

Global activity	
Activities	**hours**
Class Attendance (practical) [PRESENCIAL][Practical or hands-on activities]	23
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	60
Study and Exam Preparation [AUTÓNOMA][Self-study]	35
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Final test [PRESENCIAL][Assessment tests]	2
	Total horas: 150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Martín Prada, Juan	Teoría del arte y cultura digital	Akal			2023	
Busqued Durán, Jordi (ed.)	Los nuevos escenarios de la cultura en la era digital	Editorial UOC			2017	
CCCB	Soy Cámara Online. Canal de vídeo. Canal de video ensayo del CCCB					https://www.cccb.org/es/ciclos/ficha/soy-camara-online/34794
	https://www.cccb.org/es/multimedia/listas-reproduccion/soy-camara-online/relacionat-cicle/34794					
VV.AA.	Anuarios AC/E de Cultura Digital	Acción Cultural Española				
Treré, Emiliano y Barranquero, Alejandro	De mitos y sublimes digitales: movimientos sociales y tecnologías de la comunicación desde una perspectiva histórica				2013	
CCCBLab	Investigación e innovación en cultura https://lab.cccb.org/es/					https://lab.cccb.org/es/
Sierra, Francisco y Alberich, Jordi (eds.)	Cultura digital, nuevas mediaciones sociales e identidades culturales	Comunicación Social			2021	
Manovich, Lev	Comprender los medios híbridos http://www. manovich. net				2008	
Petersen, Anne H.	No puedo más: Cómo se convirtieron los Millenials en la generación quemada	Capitán Swing Libros			2021	
Albornoz, Luis	Redes y servicios digitales. Una nueva agenda político tecnológica. Poder, medios, cultura	Paidós			2011	
Limón, Nieves	Practice and Exegesis of Post-Photography. Three Possible Uses of Digital Image				2015	Internacional Conference: 21st Century Photography: Art, Philosophy, Technique". University of the Arts London- Central Saint Martins
Revista Telos	Especial Big Data	Revista Telos. Número 95. Especial Big Data				
Srnicek, Nick	Capitalismo de Plataformas	Caja Negra			2019	