

1. OVERVIEW

Subject area	Transmedia narration / Storytelling
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	4th
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	Campus-based
Semester	First semester

2. INTRODUCTION

Storytelling (transmedia narration) is a subject area that aims to teach the necessary knowledge to understand the communication problems and creative solutions that involve narrative advertising in different media and communication aids in the audiovisual, and especially the audiovisual world.

3. SKILLS AND LEARNING OUTCOMES

General skills (CG, by their acronym in Spanish):

CG2- Ability to understand and transmit the different social, cultural and political realities in journalistic content, and apply the current regulations from an open and tolerant viewpoint.

GC3- Ability to develop journalistic projects and content.

CG4- Ability to apply new technologies in professional environments in the field of journalism.

Basic skills (CB, by their acronym in Spanish):

CB4 - Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT1: Independent learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt..

- CT4 – Ability to analyse and synthesize: Being able to break down complex problems into manageable blocks, as well as evaluate alternatives and perspectives to find the ideal solution. Synthesizing to reduce complexity and better understand the situation and/or solve problems.

- CT5: Ability to apply knowledge acquired in the academic field in situations that are as similar as possible to real-life situations in the studied profession.

- CT6: Oral or written communication: Ability to convey and receive information, ideas, opinions and attitudes to achieve understand and action. Oral communication by means of words and gestures and written communication by means of written and/or visual aids.

- CT7: Ability to think and act in line with universal principles based on the individual's value, contributing to his/her full development and involving commitment to certain social values.

CT8: Information management: Ability to seek, choose, analyse and integrate information from diverse sources.

CT14: Innovation/creativity: Ability to propose and develop new, original solutions that add value to problems that are faced, as well as bringing a different scope to the problem itself.

Specific skills (CE, by their acronym in Spanish):

- CE1: Acquisition and development of a critical perspective in order to prepare and analyse the socio-political, historical, economic, cultural, scientific, sporting, etc. phenomena that surround them.

- CE4: Ability to effectively analyse, synthesise and communicate largely diverse content to equally diverse target audiences.

- CE5: Ability to assess and contextualise information provided by various sources and channels, in order to select the essential and, where appropriate, complementary aspects to be offered to the public.

- CE6: Ability to prioritise the importance of the information or other content covered and the resources devoted to it.

- CE7: Ability to creatively and effectively use the media's various written and audiovisual resources to innovate new journalistic formats.

- CE8: Ability to creatively think, analyse, innovate and manage within a multidisciplinary project, as well as integrate the elements that form a journalistic narrative in the most appropriate way for each specific content.

Learning outcomes (RA, by their acronym in Spanish):

-Recognise and analyse the narrative elements applied to news journalistic genres.

-Be familiar with one's own creative abilities and apply them to journalism.

-Mastering language as an instrument of human thought.

- Participate and collaborate actively in work groups.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes
CG1, CG2, CG3, CG4, CG5, CB1, CB2, CB3, CB4, CB5, CT1. CT4, CT5, CT6, CT7, CT8, CT12, CT17, CE1, CE4, CE5, CE6, CE7, CE8	RA1
CG1, CG2, CG3, CG4, CG5, CB1, CB2, CB3, CB4, CB5, CT1. CT4, CT5, CT6, CT7, CT8, CT12, CT17, CE1, CE4, CE5, CE6, CE7, CE8	RA2
CG1, CG2, CG3, CG4, CG5, CB1, CB2, CB3, CB4, CB5, CT1. CT4, CT5, CT6, CT7, CT8, CT12, CT17, CE1, CE4, CE5, CE6, CE7, CE8	RA3
CG1, CG2, CG3, CG4, CG5, CB1, CB2, CB3, CB4, CB5, CT1. CT4, CT5, CT6, CT7, CT8, CT12, CT17, CE1, CE4, CE5, CE6, CE7, CE8	RA4

4. CONTENTS

The subject is organised into four learning units, which in turn are divided into different themes.

Unit 1: The origin of storytelling and the essence of the human being.

3.3 Town criers, poets and theatrical traditions.

3.3 The power of the storytelling and economic, political, social and commercial powers.

Unit 2: Origin and rise of the term 'Storytelling'.

2.1 Technology and hyperconnectivity.

2.2 Narrative discourses. Cinema, visual arts, television, poetry, music, religion, politics, etc.

Unit 3: Advertising, narration and emotions.

3.1. Narration and products. Emotional involvement.

3.2. The era of storytelling. Features.

3.3 Consumer Insights.

3.3 The advertising case study. Narration for "storytellers"

Unit 4: Transmedia Storytelling.

4.1 Narration and different languages.

4.2 Audiovisual and advertising.

4.2 Requirements to be Transmedia.

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- Case studies.
- Collaborative learning.
- Problem-based learning.

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Campus-based:

Learning activity	Number of hours
Lectures	10
Asynchronous lectures	5
Debates and discussions	15
Drawing up written reports	15
Formative assessment	15
Essays, text commentaries and critical test analysis	30
Group tutorials	6
Independent working	54
TOTAL	150

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Campus-based:

Assessment system	Weighting
On-campus knowledge test	50
Performance observation	10
Participation in debates and forums	20
Submission of reports and written work	20

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks, including the deadlines and assessment procedures for each task.