

1. OVERVIEW

Subject area	Entertainment Formats
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	3rd
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	Second semester

2. INTRODUCTION

"Entertainment Formats" is an elective subject area within the curriculum of the Bachelor's Degree in Audiovisual Communication at the Universidad Europea de Madrid. This subject area is part of the Broadcast specialisation area of the Bachelor's Degree.

The main objective of this subject area is for the student to become more familiar with the processes of the main audiovisual entertainment formats from their abstract idea to their broadcasting and distribution, mainly in the broadcasting or television industry. The subject area aims to offer students the opportunity to become familiar with the main national and international non-fiction television genres and products of the audiovisual scene, as well as analyse the keys to successful audience results in the different television ecosystems.

3. SKILLS AND LEARNING OUTCOMES

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

- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- 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.

- CT3: Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.
- 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..
- CT8: Information management: Ability to seek, choose, analyse and integrate information from diverse sources.
- CT12: Critical thinking: Ability to analyse an idea, occurrence or situation from different perspectives and adopt a personal viewpoint based on scientific rigour and objective reasoning, rather than intuition.
- 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.
- CT16: Decision making: Ability to choose between different options or methods to effectively solve varied situations or problems.

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

- CE2: Knowledge of the main narrative techniques to apply them to the process of generating audiovisual fiction content.
- CE4: Ability to critically analyse, reflect on and explain objective aspects of audiovisual products.
- CE6: Ability to apply creative techniques to audiovisual product design in an innovative way.
- CE12: Knowledge of linguistic resources and audiovisual communication techniques for their application in the production of audiovisual productions.
- CE15: Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- CE18: Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.
- CE20: Ability to innovate, analyse and criticise new proposals and products in the audiovisual media and other aids when creating new audiovisual formats.
- CE22: Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

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

- RA1: The student will acquire the necessary skills from the development processes up until the final distribution of the most important television entertainment formats at national and international level.
- RA2: The student will have the ability to analyse the most important entertainment television products that have been broadcast.
- RA3: The student will be able to understand, apply, identify and evaluate the key factors in the creation of successful formats.
- RA4: The student will acquire the necessary skills to create their own original entertainment formats based on the acquired knowledge.

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

Skills	Learning outcomes (RA, by their acronym in Spanish)
CB2, CT1, CT6, CT14, CT16, CE2, CE6, CE12, CE15, CE20, CE22.	RA1: The student will acquire the necessary skills from the development processes up until the final distribution of the most important television entertainment formats at national and international level.
	RA4: The student will acquire the necessary skills to create their own original entertainment formats based on the acquired knowledge.
CB4, CB5, CT3, CT8, CT12, CE4, CE18, CE22.	RA2: The student will have the ability to analyse the most important entertainment television products that have been broadcast.
	RA3: The student will be able to understand, apply, identify and evaluate the key factors in the creation of successful formats.

4. CONTENTS

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

Unit 1: Introduction to television formats

- 1.1. Concept and definitions of entertainment formats
- 1.2. Historical background of the most important formats.

The aim of this unit is "to acquire an overall idea of the concept of television formats and knowledge of the existing historical precedents".

Unit 2: Classification of television formats

- 2.1. Existing genres.
- 2.2. Genres according to EBU/UER
- 2.3. Key aspects of the different formats according to their genre
- 2.4. Genres hybridisation.

The aim of this unit is to "understand the main genres of existing entertainment formats, their key aspects and differences".

Unit 3: Creation, development, execution and distribution of television formats

- 3.1. Format creation techniques.
- 3.2. The "Bible"
- 3.3. The processes and steps involved in format creation.
- 3.4. The distribution and sale of a format.

The aim of this unit is to "recognise, comprehend and apply the processes of entertainment format creation from its abstract idea to its broadcasting on television or other distribution forms".

Unit 4: A study of the latest successful formats produced at an international level

- 4.1. "Masterchef" and cooking programmes.
- 4.2. From "Who Wants to be a Millionaire?" to "Pasapalabra": the quiz show hits.

- 4.3. "Big Brother" and reality shows
- 4.4. "Operación Triunfo" to "The Voice": the music talent shows.
- 4.5. The Dating show phenomenon.

The aim of this unit is to "gain in-depth knowledge of the latest entertainment formats that have been considered internationally as Killer formats or successful formats, as well as to analyse and understand the keys to their success".

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

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

6. LEARNING ACTIVITIES

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

On campus:

Learning activities	Number of hours	% of attendance
Lectures	31h	100%
Asynchronous lectures	12h	0%
Project development and design	30h	50%
Group activities (seminars, forums)	20h	50%
Group tutorials	10h	100%
Case studies, problem solving, project development, simulation.	20h	20%
Independent working	27h	0%
TOTAL	150h	

7. ASSESSMENT

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

Assessment system	Weighting
Knowledge test	30%
Reflective forums	10%

Tutorial and performance observation	5%
Case and problem formulation	10%
Final format creation activity	45%

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

8. BIBLIOGRAPHY

The works of reference for following up this subject area are:

SALÓ, G. *¿Qué es eso del formato?* Madrid, Gedisa, 2009.

The recommended bibliography is indicated below:

- BARROSO GARCÍA, Jaime. *Proceso de la información de actualidad en TV*. Madrid, IORTV, 1992.
- CASTILLO, José María. *Elementos del lenguaje audiovisual*. Unidad didáctica 155. IORTV.
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- ROGLÁN, M. Y EQUIZA, P. *TV y Lenguaje*. Ariel, 1996.
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