

**COURSE DATA****DATA SUBJECT**

Code: 36566
Name: Audiovisual narrative
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	3	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Análisis de los discursos audiovisuales y de sus efectos sociales	COMPULSORY

COORDINATION

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SUMMARY

Audiovisual Narrative is a compulsory course of the Degree in Audiovisual Communication that is part of the subject Analysis of Audiovisual Discourses and Their Social Effects.

From a narratological perspective, the basic concepts of audiovisual narrative are studied and applied to the field of audiovisual stories. The starting point is the definition of what constitutes a narrative text. Its essential elements are studied: action, characters, narrative structure, treatment of temporality, spatial framework, as well as issues related to the point of view and narrative modalization. These concepts will apply in particular to the cinematographic and television fields. We will end with the treatment that some key narratological elements have in transmedia narratives: universe, official and unofficial extensions, etc.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.



OTHER REQUIREMENTS

This course does not require any previous knowledge.

COMPETENCES / LEARNING OUTCOMES

1333 - Degree in Audiovisual Communication

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.

Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.



DESCRIPTION OF CONTENTS

1. INTRODUCTION

Introduction to the historical precedents of the concepts currently used in the analysis of the narrative language. Importance of storytelling as a human communication tool.

2. CONTENT OF THE STORY. EVENTS AND EXISTING

The minimum units into which the action can be divided for its analysis in terms of functions and its articulation in more or less complex sequences until composing the entire story as a unit are defined. Study of existents: spaces and characters. Identification and analysis of the relationships between the diegetic spaces, the functions they can fulfill in the story and the connection of those with the referential space. Study of the character as a complex unit made up of actantial functions or roles, as well as nominal or descriptive characteristics that individualize it and, eventually, evolve throughout the story.

3. TEMPORAL ORGANIZATION OF THE STORY

Starting from the structuralist distinction between the concepts of story time and story time, the relations of order, duration and frequency between the two parameters of the temporal structure are studied. Temporality is studied as a structural criterion of the story.

4. MODE OR FOCUS ON THE STORY

Audiovisual application of the genettian model that accounts for the channel through which the narrative information reaches the viewer: the narrative point of view (or perspective).

Complex ways of answering the question "who perceives?" in an audiovisual story are studied.

5. NARRATIVE VOICE IN THE STORY

Audiovisual application of the genettian model relative to the different voices or narrative instances that can be articulated when narrating a story: the narrators (narrators) voice. The complex ways of answering the question who speaks or narrates in an audiovisual story are studied.

Learning outcomes

These contents will be reflected in the following learning outcomes:



- Knowing the codes and modes of representation typical of audiovisual communication.
- Carrying out analysis of stories and audiovisual works.
- Planning and making relationships between images and sounds from an aesthetic and narrative point of view.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	45,00
Computer classroom practice	15,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	40,00
Preparation for assessment activities	20,00
Resolution of case studies	30,00
Total hours	90,00

TEACHING METHODOLOGY

The course methodology combines in-person and online activities, structured around theoretical and practical sessions.

In-class activities:

In-person teaching will follow the methodologies outlined below:

Theoretical classes

- **Lecture sessions.** The teaching staff presents the fundamental content of audiovisual narrative in a structured manner. This methodology allows for the introduction of basic conceptual foundations, illustrated through selected audiovisual examples. Although it is primarily a lecture-based format, active participation is encouraged through questions, comments, and collective discussions that enrich the learning process.
- **Case studies.** Based on the viewing of different audiovisual materials (film clips, TV episodes, etc.), the lecturer conducts textual analyses applying the theoretical concepts introduced in previous sessions. In certain instances, these analyses are carried out in detail, with the aim of deepening understanding of key aspects and serving as a basis for the students' later practical work. This methodology fosters a critical understanding of narrative structures across different



cultural and media contexts and provides a solid foundation for the students' independent work.

Practical classes

- **Case study analysis.** Drawing on a selection of audiovisual materials (film clips, TV episodes, etc.), students are expected to identify the concepts discussed in theory classes and apply them to the corresponding tasks. This methodology enables the application of theoretical knowledge to real-world cases, encourages critical thinking and autonomous work, and contributes to the development of key analytical skills required to understand narrative processes in various cultural and media settings.
- **Audiovisual project development.** Students carry out a creative task based on the narrative design of a classic story, following the guidelines covered in class. This project incorporates the use of emerging technologies such as generative artificial intelligence (GAI), allowing for the exploration of new forms of content creation. It concludes with a critical comparative analysis between the student's original work and that generated with the support of GAI. This methodology promotes creativity, stimulates critical thinking, and enables a deep understanding of contemporary narrative processes, while encouraging reflection on the technical, aesthetic, ethical, and professional implications of these tools in both academic and professional contexts.

Out-of-class activities:

Students will undertake the following online activities:

- **Resolution of Practical Cases.** While most practical exercises take place in the classroom, there are two assignments that must be completed independently, following the model explained by the lecturer, as they will later be reviewed collectively in class. This continuity outside the classroom fosters autonomy, allows for deeper engagement with the course content, and ensures that all students can meet the intended learning outcomes. It is the student's responsibility to complete these tasks within the established deadlines. This methodology reinforces the assimilation of both theoretical and practical concepts, supports the development of analytical skills, and strengthens learning through autonomous and continuous work.
- **Independent study and research.** This includes consulting and studying specialised bibliography, as well as viewing selected audiovisual content. Through these activities, students broaden their knowledge of the topics discussed, develop the ability to contextualise critically, and build a solid foundation for understanding narrative processes. It is the student's responsibility to complete these tasks within the established deadlines. Required and recommended sources will be made available via the virtual campus and university library resources.
- **Preparation for Assessment Activities.** Students are expected to prepare for the final exam using class notes, materials provided by the lecturer, their own research, and the practical exercises completed during the course. This methodology enhances autonomous learning, promotes a critical understanding of the course content, and contributes to the development of analytical and reflective skills applicable in academic and professional settings.

Educational innovation



This subject is part of the educational innovation project PEE-3896177 "Artificial Intelligence in Communication – Iacom" and follows the activities approved in this regard by the Permanent Training and Educational Innovation Service (SFPIE), among which the following stand out: promoting digital competencies, especially those related to the effective, ethical, and responsible use of AI tools; strengthening the development of critical capacity and intellectual autonomy of students, especially regarding the use of AI; enhancing faculty collaboration among different subjects and degrees.

Sustainable Development Goals

This subject particularly takes into account the following Sustainable Development Goals:

- **SDG 4, Quality education.** Target 7, that students acquire the theoretical and practical knowledge necessary to promote sustainable development, human rights, gender equality, and the promotion of a culture of peace and non-violence.
- **SDG 5, Gender Equality.** Target 1, end all forms of discrimination against all women and girls worldwide.

EVALUATION

The general grading system will follow the University of Valencia's Assessment and Grading Regulations for Bachelor's and Master's degrees, approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).

Assessment in the first examination period:

The assessment in the first examination period be carried out in the following way:



- **Final written exam.** The written exam will include medium-length questions requiring well-structured and reasoned answers, as well as short-answer questions requiring clarity and precision. This assessment evaluates students' ability to explain key concepts, define relevant terms, and apply theoretical frameworks to specific case studies, following the models analysed in class. It will account for 60% of the final grade. In order to pass the course, students must obtain a minimum score of 5 out of 10 on this exam. This activity is resittable in the second examination session.
- **Submission of activities, outlines, summaries and/or proposed texts.** These practical activities are completed during in-class sessions and involve the application of key concepts and methodologies to specific cases and the analysis of audiovisual fragments. They are designed to foster comprehension and analytical skills, critical thinking, and the ability to interpret narrative structures in real or simulated contexts. Evaluation will be based on active participation and, depending on the case, the quality of analysis, critical or creative engagement, and the ability to connect theory and practice. These activities represent 40% of the final mark. The audiovisual project using AI represents 7% (within that 40%) and is not recoverable in this call (there is no alternative assessment activity available); the rest of the activities are recoverable.

Assessment in the second examination period:

The assessment in the second examination period will maintain, if applicable, the grades obtained in the blocks passed in the first call. The evaluation of the blocks failed or not presented will be carried out in the following way:

- **Final written exam.** The written exam will include medium-length questions requiring well-structured and reasoned answers, as well as short-answer questions requiring clarity and precision. These questions assess the student's ability to explain key concepts, define relevant terms, and apply theoretical concepts to practical cases. This section of the exam will account for 60% of the final grade. A minimum score of 5 out of 10 is required to pass the course. This activity is resittable in the second examination session.
- **Submission of activities, outlines, summaries and/or proposed texts.** These practical activities are completed during in-class sessions and involve the application of key concepts and methodologies to specific cases and the analysis of audiovisual fragments. They promote comprehension and analytical skills, critical thinking, and the ability to interpret narrative structures in real or simulated contexts. Evaluation will take into account active participation and, as applicable, the quality of analysis, critical or creative engagement, and the ability to relate theory to practice. These activities represent 40% of the final grade. The audiovisual project using generative AI (GAI) is not resittable in this session (no alternative assessment is provided); the rest of the activities may be resubmitted.

Remarks

- Spelling and grammatical correctness will be required in the exam as well as in the rest of the tests, exercises or written assignments. Each failure will result in a reduction of the grade obtained, which may even lead to failure.
- In the case of plagiarism in an evaluation work, this may be marked with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if appropriate, the



appropriate sanction in accordance with current legislation.

- Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All papers presented in this course must be of original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if their use is part of the contents of the course or is authorized by the teaching staff.

REFERENCES

Basic references

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