

FIRST STEPS. TOWARDS AN AUDIOVISUAL DIGITAL CULTURE OF VALUES

José Díaz-Cuesta
Universidad de La Rioja (Spain)

This research stems from the University of La Rioja's Innovative Teaching Project "Advances towards an Audiovisual Culture of Values 2020-2021 (ADCUV_20_21)".

Introduction

With the advent of the latest bachelor and master degrees system to Spanish universities, there has been an increase in the number of subjects in which audiovisual contents play an important role in the learning-teaching process.

Aims

That is why five university lecturers have joined efforts to explore the human-values reach of the contents their students have to watch within several subjects. The project has its base at the University of La Rioja (UR), with four teachers providing subjects where the project is being developed: Mar Asensio (UR), Cristina Flores (UR), María Jesús Hernáez (UR), and José Díaz-Cuesta (UR) as project leader. Amaia Ibarra, from the University of the Basque Country (UPV/EHU) is the external member of the team. The subjects taught at the UR are seven: two of them at masters level, taught exclusively online, and five from the degree in English Studies, like the two from the UPV/EHU.

Methodology

An important part of the project delves around a survey conducted among the students of the above mentioned subjects. The survey contains two groups of questions, since, together with getting to know about the human values perceived within the audiovisual contents of these subjects, we also wanted to know how the students had watched those contents, and whether they would be willing to have access to them through a streaming service provided through the university, as is the case for example of the University of Toronto. In this paper we focus on the two qualitative questions, where we ask the students about the human values they think they have found in the audiovisual contents of each subject, and other human values they think are missing from those contents, and, if possible, in which audiovisual contents they suggest to find the missing values.

Results and discussion

At this stage of the project we have answers from five of the nine subjects. The answers already provide very valuable and usable heights of insight. The replies have made us realise that our students are capable of recognising other values in the taught material, apart from the ones we had foreseen. Students are being less capable of providing us with additional values and it is being difficult for them to think of alternative audiovisual contents.

Conclusions

As a consequence of the findings made up to this moment the team of lecturers is pondering the possibility of extending the number of audiovisual contents of the subjects, including as many intertextual references within our lectures as possible, so that students are familiar with more audiovisual contents and therefore more human values within them.

Key Words: Human Values - Audiovisual Contents - Innovative Teaching - English Studies - Learning-teaching process