



Communication strategy for the improvement of audiovisual content in the Journalism Club of the Espíritu Santo Study Center of Guayaquil

Estrategia de comunicación para la mejora de los contenidos audiovisuales en el Club de Periodismo del Centro de Estudios Espíritu Santo de Guayaquil

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ABSTRACT

A result of the research project was presented: Communication strategy for the improvement of audiovisual content in the Journalism Club of the Espíritu Santo Study Center of Guayaquil. It was developed by students and teachers of the Higher Technology in Communications and Public Relations career of the TES. The study was based on a mixed research method with a non-experimental comparative descriptive approach, which incorporated techniques such as documentary review and bibliographic research. The results allow us to underline the importance of communication for the improvement of audiovisual content in the Journalism Club of the Espíritu Santo Study Center of Guayaquil.

RESUMEN

Se presentó un resultado del proyecto de investigación: Estrategia de comunicación para la mejora de contenidos audiovisuales en el Club de Periodismo del Centro de Estudios Espiritu Santo de Guayaquil. El mismo se desarrolló por estudiantes y docente de la carrera Tecnología Superior En Comunicaciones Y Relaciones Públicas del TES. El estudio se basó en un método de investigación mixta con un enfoque descriptivo comparativo no experimental, que incorporó técnicas como la revisión documental e investigación bibliográfica. Los resultados permiten subrayar la importancia de la comunicación para la mejora de los contenidos audiovisuales en el Club de Periodismo del Centro de Estudios Espiritu Santo de Guayaquil.

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Keywords / Palabras clave

audiovisual content, Journalism Club

contenidos audiovisuales, Club de Periodismo

Introduction

Audiovisual content has become a fundamental tool in modern communication, used in various fields such as entertainment, education, marketing and information, the quality and effectiveness of these contents are crucial to capture and maintain the attention of the audience, as well as to meet the proposed objectives.

Effective audiovisual production begins with meticulous planning. Arijon (2011) argues that pre-production is a crucial stage that includes scripting, storyboarding and shooting planning. A well-structured script provides a solid foundation for the narrative and ensures that all visual and aural elements are aligned with the story. In addition, the storyboard helps to visualize the sequence of scenes, facilitating communication between the production team and ensuring efficient execution of the shoot.

To carry out a theoretical systematization that allows the design of the Communication Strategy for the improvement of the audiovisual contents in the Journalism Club of the Centro de Estudios Espiritu Santo de Guayaquil.

Cinematography and direction play an essential role in the quality of audiovisual content. According to Bordwell and Thompson (2010), the choice of camera angles, lighting and camera movement contribute

significantly to the visual narrative and emotional impact of the content. Collaboration between the director and cinematographer is crucial to achieve a cohesive and aesthetically pleasing vision.

Sound and music are key components that affect the perception and emotionality of audiovisual content. Holman (2010) points out that sound design, which includes sound effects, dialogue, and music, can enhance the narrative and create an immersive atmosphere. Precise synchronization between sound and image is essential to maintain coherence and continuity in the viewer's experience.

Visual storytelling is a powerful tool for conveying stories effectively. McKee (1997) argues that good storytelling not only conveys information, but also evokes emotions and creates deep connections with the audience. The narrative structure should be clear and coherent, with a well-defined beginning, development and denouement. The use of character arcs and dramatic conflict maintains viewer interest and facilitates identification with the characters.

Visual elements, such as composition, color and production design, are essential to visual storytelling. According to Block (2008), the deliberate use of color can establish tone and atmosphere, while the composition of the frames can guide the viewer's attention and highlight key elements of the story. Visual consistency and attention to detail are crucial to creating a visually engaging and effective experience.

Audience interaction has evolved significantly with the advent of social media and digital platforms. Jenkins (2006) suggests that "media convergence" allows for greater active audience participation, where consumers not only consume content, but also participate in its creation and dissemination. Strategies such as integrating user-generated content and using social networks to promote feedback are effective in improving content and increasing audience loyalty.

The analysis of audience metrics is fundamental to understand the impact and effectiveness of audiovisual content. According to Berger (2014), the use of analytical tools allows content creators to evaluate the performance of their productions and make adjustments based on quantitative data. Metrics can include views, retention time, click-through rates and comments, providing a comprehensive view of audience behavior and preferences.

Technical and aesthetic quality is critical to the perception of audiovisual content. Thompson and Bordwell (2010) argue that

cinematography, production design, sound and editing are key elements that contribute to the overall quality of an audiovisual production. Improving these technical aspects involves the use of advanced equipment, careful planning, and collaboration with qualified professionals in each area.

Editing and post-production are critical stages in audiovisual production. According to Dancyger (2010), editing not only organizes sequences logically, but can also enhance the narrative and rhythm of the content. Color correction, visual effects and sound design during post-production are essential to refine the final product and ensure that it meets the desired quality standards.

Ongoing analysis and evaluation of content are essential for constant improvement. Berger (2014) describes content analysis as a powerful tool for understanding how content is perceived and what aspects can be improved. Methods such as audience surveys, focus groups, and qualitative evaluations provide valuable information on content impact and areas for improvement.

Direct feedback from the audience is crucial for the improvement of audiovisual content. Segers (2018) argues that viewers' opinions and comments provide valuable insights that can guide the evolution of content. Implementing feedback systems, both online and offline, allows content creators to adapt and continuously improve in response to their audience's expectations and preferences.

In an ever-changing media environment, adaptability and flexibility are crucial. Pavlik and McIntosh (2018) add that audiovisual productions must be flexible enough to adapt to new platforms, formats and changes in consumption trends. The ability to adapt and restructure content for different media and audiences is a vital strategy to stay relevant and engaging.

Innovation and creativity are essential drivers for the continuous improvement of audiovisual content. According to Florida (2002), creative industries should foster an environment that promotes experimentation and innovation. The adoption of new ideas and approaches not only improves the quality of content, but also helps to differentiate it in a competitive marketplace.

The improvement of audiovisual content also depends on the constant education and training of the personnel involved. According to Zettl (2017), it is essential for audiovisual professionals to be up-to-date with the latest techniques, technologies and trends. Continuous training through workshops, courses and seminars allows content

creators to acquire new skills and refine existing ones, resulting in a constant improvement of content quality.

Interdisciplinary collaboration is essential for innovation in audiovisual production. According to Amabile (1996), fostering a work environment in which professionals from different disciplines can collaborate and share knowledge contributes to the creation of more creative and technically sophisticated content. Synergy between experts in areas such as writing, directing, cinematography and technology can lead to significantly better results.

Implementing agile methodologies in audiovisual project management can improve efficiency and content quality. Thompson, K., & Bordwell, D. (2010), the agile approach, such as Scrum, allows for greater flexibility and adaptability, facilitating rapid response to changes and challenges during production. Constant collaboration and continuous feedback are pillars of this methodology, resulting in a more refined final product.

The use of project management tools, such as Trello, Asana or Microsoft Project, is crucial to organize and monitor the progress of audiovisual productions. According to Kerzner (2017), these tools help to plan, execute and monitor all phases of the project, ensuring that deadlines and budgets are met. Clear visualization of tasks and assignment of responsibilities improve team coordination and operational efficiency.

Effective distribution of audiovisual content is as important as its production. According to Anderson (2006), in the digital age, it is essential to use multiplatform strategies to maximize the reach and impact of content. This includes distribution on social networks, streaming platforms, television and other digital media. Diversifying distribution channels allows reaching different audience segments and increasing content visibility.

Content marketing is an effective strategy to promote and increase the audience of audiovisual content. According to Pulizzi (2014), content marketing involves the creation and distribution of valuable, relevant and consistent content to attract and retain a clearly defined audience. The integration of SEO (optimization strategies and techniques), social media advertising and email campaigns can significantly increase the reach and effectiveness of content.

Evaluating the social and cultural impact of audiovisual content is crucial to ensure that it meets its objectives and ethical values. According to Florida (2002), audience research and cultural impact

analysis can provide information on how content affects audience perceptions and behaviors. This is especially relevant for productions that address social or educational issues.

Sustainability is an increasingly important aspect of audiovisual production. According to Jones (2011), the implementation of sustainable practices, such as the use of recyclable materials, carbon footprint reduction and energy efficiency, is not only beneficial for the environment, but can also improve the image of the production. Sustainability should be integrated into all stages of production to minimize environmental impact and promote responsible practices.

Materials and Methods

The communication strategy for the improvement of audiovisual contents in the Journalism Club of the Centro de Estudios Espiritu Santo de Guayaquil, was based on a qualitative research approach, with a descriptive non-experimental design. This qualitative approach allowed for an updated bibliographic review to support the strategy. By adopting a descriptive approach, the updated theoretical foundations on the subject were analyzed.

Part of the instruments used for this study were the documentary information, which allowed an organization and understanding of the data collected; these in turn play a crucial role in the process of study and analysis of the information collected, highlighting the impact of audiovisual content in education and journalism clubs as an educational tool.

Results

The impact of audiovisual content in education

The incorporation of audiovisual content in education has significantly transformed the way education is delivered and received. These contents not only facilitate the teaching-learning process, but also improve information retention, motivation and student engagement.

Mayer's (2009) multimedia learning theory proposes that people learn better when information is presented through a combination of words and images rather than just words. According to this theory, learning is most effective when students can process information both visually and aurally, which aligns with Florida's (2002) concept of dual coding.

Constructivism, based on the ideas of Piaget and Vygotsky, emphasizes that learning is an active process in which students construct new knowledge from their previous experiences. Audiovisual content provides rich and dynamic contexts that can facilitate this constructivist process, allowing students to connect new information with what they already know.

Audiovisual content enhances comprehension and retention of information. Anderson (2006) argues that the use of videos in the classroom can increase information retention by up to 50% compared to traditional methods. This is because the visual and auditory elements work together to reinforce concepts, making them more memorable.

For audiovisual content to be effective, it must be properly integrated into the curriculum. Florida (2002) suggests the TPACK (Technological Pedagogical Content Knowledge) model as a useful framework for integrating technology coherently and effectively into instruction.

It is essential that teachers receive adequate training and education to use audiovisual content effectively. Holman (2010) emphasizes the importance of professional development programs focused on improving teachers' technological competencies and providing pedagogical strategies for effective integration of these resources.

Several case studies have demonstrated the success of school-based audiovisual production projects. One project in a California high school enabled students to create documentaries on social justice issues, improving their understanding of the issues and increasing their civic engagement (Holman, 2010).

Audiovisual content plays a crucial role in modern education, offering numerous benefits ranging from improved comprehension and retention to increased motivation and the development of 21st century skills. To maximize these benefits, proper curriculum integration, teacher education and training, and access to technological resources are essential. Case studies and best practices highlight the transformative potential of audiovisual content in the educational environment, enabling the creation of more dynamic, interactive and effective learning experiences for students.

Journalism clubs as an educational tool

Journalism clubs in schools represent a valuable educational tool that goes beyond the simple production of school news. These clubs offer students the opportunity to develop critical skills in communication, research, and critical thinking. In addition, they foster responsibility, ethics and teamwork, essential elements for the integral development of students.

Participating in a school journalism club helps students improve their writing and editing skills. According to a study by Covington and Mueller (2001), students who participate in journalism activities show significant improvements in their ability to write clearly, coherently, and persuasively. This is due to consistent practice and feedback received from peers and advisors.

In addition to writing, journalism clubs also strengthen oral communication skills. Students learn how to interview, present and debate ideas effectively. These skills are essential not only for academic success, but also for future professional development.

Scholastic journalism involves researching current problems and proposing solutions, which fosters analytical thinking. According to Facione (2011), this practice helps students develop skills to analyze data, interpret information, and argue logically and coherently.

Conclusions

School journalism clubs not only provide a platform for students to develop their written and oral communication skills, but also represent a unique opportunity to explore and improve audiovisual content. In today's digital age, the ability to produce and evaluate audiovisual content is crucial.

Audiovisual content is inherently more engaging and can capture the attention of a wider audience. According to Manovich (2001), the use of videos and other audiovisual media in the educational context can significantly increase student interest and motivation. In journalism clubs, this translates into greater participation and engagement on the part of members and student audiences.

The creation of quality audiovisual content requires rigorous research and critical thinking. According to Mayer (2009), media literacy, which includes the ability to analyze and produce audiovisual content, is essential to prepare students to participate critically and competently in a media-dominated society.

Enhancing audiovisual content in journalism clubs can increase visibility and participation in school events and activities. According to a study by Kearney and Manovich (2001), audiovisual projects can serve as a powerful tool to connect the school community, encourage participation, and celebrate student achievement.

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