

Media Audiovisual: A Case Study in the New Spanish Scholar Model Facing the European Crisis

By

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Abstract

This article describes the research on the implementation of the Integrated Centre of Communication, Image and Sound in Asturias (Spain). Management and teaching experience in this new centre of communication, is a new model in response to the European trend, and first outcomes resulting from the adaptation of the Spanish Education System to the European Higher Education Area (EHEA). The study redefines the process of training in New Information Technologies. Quasi-experimental and descriptive methods of research have been used (selection of the subject of study – population/students without random samples). The implementation of this new training model allows us to observe how an education community adapts itself to the European Reference Framework, how school management, learning methods, particular multimedia contents and its resources and devices of contemporary messages interact within a documented book for education.

Keywords: *New Audiovisual Technologies, ICT applied to Education; Vocational Higher Education; Multimedia Education.*