COMMUNICATION STRUCTURE

COURSE: FIRST
SEMESTER: SECOND
TYPE: MANDATORY
CREDITS: 6
LANGUAGE: ENGLISH

OBJECTIVES:

This subject trains the students to know and dominate the communication structure of the most representative regions in the world from the view of the establishment of the global agenda. Throughout the class sessions we will make a deep analysis of the concept of communication system and its implication in the territory where they serve and its interaction with geopolitics.

The sessions are structured in theoretical contents which stimulate the analysis and are combined with the study of real cases, as well as the analysis of content related to the geographic areas involved.

The students will be able to compare audience data and economic results of different global clusters and regional communicative actors of enormous influence, as well as comprehending the peculiarities of the different communication systems.

This subject reserves a place to Galaxy 2.0 as new mean of communication “pana-estatal” and “extra-territorial”, which in most cases interacts with multiscreen society and transmedia content.

Throughout the term we will critically analyze the role that should play the creators of content and news-editing companies, especially concerning social responsibility. This analysis becomes more intense in the case of public means of communication, as well as those that have the duty of preserving the owing culture in a moment of cultural and economic convergence, result of the globalization of communication.
COMPETENCES:

BASICS

- **CB2** Students can apply their knowledge and professional skills in the workplace and have necessary skills which can be demonstrated when they engage in developing and defending arguments and solve problems in their area of study.
- **CB3** Students can collect and interpret relevant data (appropriate to their discipline) in order to critically evaluate arguments and evidence, including a reflection on social, scientific and ethical aspects.
- **CB4** Capacity of transmitting information, ideas, problems and solutions to a specialized or not specialized public.

GENERALS

- **CG1** Developing of linguistic skills, learning to express adequately and convincingly in different situations of oral and written communication in English and the language of the community.
- **CG6** Students can solve problems, design strategies and evaluate the repercussion of the proposed solutions from theoretical and practical perspectives offered by Social Science.
- **CG7** - Students can critically assess opinions, situations and behaviors, including those which are typical of their work environment.

SPECIFICS

- Capacity to observe and comprehend the media system as concept as well as its analysis compared to an international level.

LEARNING OUTCOMES:

**R1** – Students will be able to analyze the organization of the communication market in a national level as well as internationally.

**R3** – Students will respect the ethical principles of communication and apply them to their professional activity.

**R11** – Students will skillfully deal with complex situations or situations which require
developing of new solutions, both in academic and professional contexts within their discipline.

R12 – Students will be able to gather and interpret data and information useful to found their conclusions including reflections, when necessary and relevant, concerning social, scientific or ethical topics inside their study field

SYLLABUS:

1. Politics, markets and communication policies
2. Media concentration and the Public Interest
3. The Internet as Mass Medium
4. The Media in the Age of Digital Communication
5. Case study
   a. BBC
   b. CNN
   c. Al Jazeera
6. Globalization and communicative dependence
7. Media concentration in the US
8. Media concentration in Europe
9. Distortion of information
10. Media structure in Latin America
11. Media structure in Mexico and Canada
12. Asian Media Structure
13. Media structure in Israel and Australia
14. African Media Structure
15. Online news media in the Web 2.0 era

EVALUATION SYSTEM:

There will be two exams weighting 50% of the total grade, the remaining 50% will be obtained from three activities, class participation, the debate of the conclusions of the individual activities and the oral presentation of the group project.

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<tr>
<th>Activity</th>
<th>Weight</th>
<th>Details</th>
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<tr>
<td>3 individual activities (mandatory)</td>
<td>30</td>
<td>10 each</td>
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<tr>
<td>2 group projects</td>
<td>20</td>
<td>10 each</td>
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<tr>
<td>Partial exam II *</td>
<td>30</td>
<td>3 case studies, 10 each.</td>
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Exam I *

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<th></th>
<th>20</th>
<th>10 concepts and basic terminology, 0.5 each.</th>
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<tr>
<td>Voluntary activities</td>
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<td>Extra punctuation</td>
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* The exams are subject to be recovered only when the student has approved the other 50% of the evaluation: class participation and activities.

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which acquired knowledge will be put into practice. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project by groups with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

REFERENCE BOOKS:


COMPLEMENTARY BIBLIOGRAPHY:

- ALONSO, SONIA, ANDREA VOLKENS, BRAULIO GÓMEZ FORTES, and BRAULIO GÓMEZ. Análisis de contenido de textos políticos: un enfoque cuantitativo. Madrid: Centro de Investigaciones Sociológicas (CIS), 2012.