

## **COMMUNICATION STRUCTURE**

**COURSE:** FIRST

**SEMESTER:** SECOND

**TYPE:** MANDATORY

**CREDITS:** 6

**LANGUAGE:** ENGLISH

### **OBJECTIVES:**

This subject provides the students with specific knowledge and tools to understand the global media communication system, its structure and dynamics. The subject will deal with the recent history of the large media clusters, who makes them up and what companies participate in their shareholding, the policies of national and supranational public bodies regarding the media.

Throughout the class sessions, we will make a deep analysis of the “communication system” concept, its different subsystems, the main actors involved in the economic, cultural and political dimensions of this particular system.

The sessions are structured in theoretical contents, which stimulate the analysis and are combined with the case studies, current events and news, as well as specific reading contents on the different units. Students will be able to analyze different kind of media related data such as economic, audiences, reports and strategies of most

influential global clusters and regional communicative actors. Also, they will learn the peculiarities of the different kind of media and its convergence.

This subject pays special attention to the Internet and its own media and services as new mean of communication. The main objective in this case is analyzing the recent examples of change in the media industries and the innovation processes in new media products and new business models. During the term, we will critically analyze the role the different actors involved in the media and communication structure, paying equal attention to news and entertainment.

## **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.
- **CG3** Work within contexts that respect human rights, gender equality and cultural differences and integrate these values into your professional performance.
- **CG6** Students can solve problems, design strategies and evaluate the repercussions 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

- **CE1** Perceive market opportunities and new trends in communication, through the use of appropriate commercial and market research methodologies.
- **CE3** Students are able to know and interpret the legal framework of the communication, ethics and professional deontology, in the marketing, advertising and public relations, and to apply it to companies in these sectors.
- **CE6** Students can listen, negotiate, persuade and communicate effectively (orally and in writing), using the own means of the business world, such as the

preparation and presentation of reports on concrete situations of the Advertising and Public Relations fields.

**LEARNING OUTCOMES:**

**R1** – Students will be able to analyze the organization of the communication market on 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 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. Media production
2. Politics, markets and communication policies
3. Media concentration and the Public Interest
4. The Internet as Mass Medium
5. The Media in the Age of Digital Communication
6. Case study: TV News Channels around the World

- a) BBC
- b) CNN
- 7. Globalization and communicative dependence
- 8. International news agencies
- 9. Information sources, documentation & verification
- 10. The advertising industry and its relation with the media system
- 11. The structure of the Film industry
- 12. Principles of contemporary media production
- 13. Intellectual Property and digital society
- 14. Big Data in media and entertainment
- 15. Digital Media and Innovation
- 16. Media structure and communication market in Spain and Latin America
- 17. Work in the media industries
- 18. Technology trends in media production
- 19. Third sector communications' structure
- 20. Cases study:
  - a) Walt Disney Company
  - b) Video On Demand (VOD)

**EVALUATION SYSTEM:**

There will be two exams with a total value of 50% of the final mark (25% and 25%); the remaining 50% will be obtained from individual essays, discussions about the conclusions reached on individual essays, group works and oral presentations of group works.

#Grade available to be overcome: it is required to obtain a grade of 50 or more in these exams in order to make average with the rest of evaluation activities.

#Mandatory activity: it is required to deliver and pass the team activity in order to overcome the subject.

#Activities delivering: activities delivered after deadline will not be accepted, neither individual nor team ones. Likewise, if they are not delivered in PDF format.

#Student improvement evaluation: the teacher will take into account the student development, his willingness and his class participation. Student improvement and follow-up assessment will be valued.

#Retake week: the assessment activity that is possible to retake in this course during the retake week is just the two exams

List of activities				
EXERCISE	ABOUT	TYPE		DELIVERY
ACTIVITY 01	Media concentration in Spain	INDIVIDUAL		RPB & RPC 16/3/2020 RPA 19/03/2020
ACTIVITY 02	Comparative analysis	INDIVIDUAL		13/4/2020
ACTIVITY 03	Communication project	TEAM (MANDATORY)		20-4/5/2020
PARTIAL EXAM 01	Syllabus 1-9	INDIVIDUAL		RPC 14/4/2020 RPB 15/4/2020 RPA 16/4/2020
PARTIAL EXAM 02	Syllabus 10-19	INDIVIDUAL		RPB & RPC 18/05/2020 RPA 21/05/2020

**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 students will deliver group and individual activities in which acquired knowledge will be put into practice.

Additionally, students will make a final project on groups with their respective oral presentations at the second part of the academic period. They will be mentored by the teacher with the purpose of supervising and guiding the development of the project.

Any student who does not present an exam and he/she does not justify his/her absence based on force majeure, either to Coordination or Academic Tutoring, will be grade with zero. If the student has provided a certificate of absence due to a case of force majeure, he/she will present the exam on the retake week.

Any student who does not make an oral presentation and he/she does not justify to the instructor that it has been a case of force majeure, will be grade with zero.

Likewise, any student who does not deliver an activity on the deadline and he/she does not justify to the instructor that it has been due to force majeure, the assessment activity will be grade with zero.

The student who, a week before the 2nd exam, does not have 80% attendance (having given the notes from the faculty), will lose the right to be evaluated in the ordinary dates. Therefore, he/she will have to go directly to the retake (as long as you meet the requirements indicated in the course syllabus).

Plagiarism and cheating. Please take all possible steps to avoid plagiarism and cheating. It will not be tolerated.

**#Audio-visual materials:** in order to facilitate the acquisition of knowledge and to stimulate critical debate, the subject will involve the viewing of audio-visual materials in class. The teacher will provide additional information and a viewing record for each material used, so that the student can complete the viewing at home or search about the issue in his autonomous work time.

**#Course materials:** the teacher will provide a link at the beginning of the course that allows the download of academic papers and international studies that can be used when preparing classes. It is important that students bring these materials on their computer every session where necessary. Only those materials indicated by the teacher will be included in the midterm or final exam.

**#Presentation materials:** to provide knowledge acquisition, teachers will use presentations and graphics. All these materials will be available in the Platform before the end of the academic period. In any case, these are support materials to make

classes more dynamic but they are NOT a substitute of the student's own notes. It is very important to note that the essential materials are what is explained in class, what is debated from audio-visual materials and the academic papers.

**REFERENCE BOOKS:**

- De Prato, Sanz and Simon (2014) The New Economy of Media. PALGRAVE MACMILLAN  
[https://www.researchgate.net/publication/312614698\\_Digital\\_Media\\_Worlds\\_-\\_The\\_New\\_Economy\\_of\\_Media\\_Giuditta\\_De\\_Prato\\_Esteve\\_Sanz\\_Jean\\_Paul\\_Simon\\_2014\\_Palgrave\\_Macmillan\\_Basingstoke\\_UK](https://www.researchgate.net/publication/312614698_Digital_Media_Worlds_-_The_New_Economy_of_Media_Giuditta_De_Prato_Esteve_Sanz_Jean_Paul_Simon_2014_Palgrave_Macmillan_Basingstoke_UK)
- Cagé Julia (2016) Salvar los medios de comunicación. Editorial Anagrama.
- Delfanti Alessandro (2018) Introduction to Digital Media. Wiley-Blackwell.

**COMPLEMENTARY BIBLIOGRAPHY:**

- Arriaza Ibarra, Karen. "The Changing Role of Public Broadcasting Television in Europe (A Comparative Analysis between Public Television Services' Performances in Spain and Sweden during 1995-2005)." In The Changing Media Business Environment, by Mercedes Medina and Paulo (Eds.) Faustino, 81-104. Lisboa: Media XXI - Formalpress, 2008.

- Bergés Saura, Laura. "Actors, Evolution and Production Models in the Commodification of Spanish Television." In *Comparative Media Systems: European and Global Perspectives*, by Bogusława Dobek-Ostrowska, Michal Glowacki, Karol Jakubowicz and Miklos (Eds.) Sükösd, 127-152. Budapest - New York: Central European University Press, 2010.
- Bourdon, Jérôme. "Public Service Broadcasting in Europe." In *The Media. An Introduction*, by Daniele Albertazzi and Paul (Eds.) Cobley, 306-317. New York: Routledge, 2013.
- Couldry, N., & Rodriguez, C. (2016). Why the media is a key dimension of global inequality. Retrieved from <https://theconversation.com/why-the-media-is-a-key-dimension-of-global-inequality-69084>
- Croteau, D., and W. Hoynes. *The business of media: corporate media and the public interest*. Thousand Oaks, CA: Forge Press, 2006.
- Hesmondhalgh, D. (2010). *Media industry studies, media production studies*. In J. Curran (Ed.), *Media and Society* (pp. 145–163). London: Bloomsbury Academic.
- Roel Vecino, Marta. "TVE versus BBC: dos modelos informativos enfrentados. Propuesta para una información responsable." *Fundación COSO de la Comunidad Valenciana para el Desarrollo de la Comunicación y la Sociedad*, 2005.