

## COMMUNICATION STRUCTURE

**COURSE:** FIRST

**SEMESTER:** SECOND

**TYPE:** MANDATORY

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**LECTURER:** DR. Luiz PERES-NETO (Peres-Garzezi)

### OBJECTIVES:

This subject provides the students with specific knowledge and tools to understand the global media communication system, its structure, and dynamics. The course will deal with the recent history of the large media clusters, who make 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 weekly in theoretical lectures and seminars, which stimulate the analysis of case studies, current events, and news, as well as specific reading contents on the different units. Students will be able to analyze different forms of media and its structural system based on issues such as economic data, audiences’ ratings, reports, and strategies of most influential global clusters, regional and local communicative actors. Also, they will learn the peculiarities of the different media, platforms, and their convergence.

This course pays special attention to the Internet, its media, and services as new communication systems (platforms). 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 of different actors involved in the media and communication structure, from traditional broadcasters to newsgroups, entertainment, and advertising industries.

## 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) 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 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 respectful contexts with human rights, gender equality and cultural differences and integrate these values into their professional performance.
- **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

- **CE1** Perceive market opportunities and new trends in communication, by using of appropriate methodologies in research commercial and markets.
- **CE3** To know and interpret the legal framework of the communication, ethics and professional deontology, in the marketing, advertising and public relations, and apply it to companies in these sectors.

- **CE6** To listen, negotiate, persuade and communicate effectively (orally and in writing), using the means of the business world, such as the preparation and reporting of situations specific aspects of the advertising and Relations Public.

**LEARNING OUTCOMES:**

**R1** – Students will be able to analyze the organization of the communication market at 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 the 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. Media production and the marketplace of ideas
  - The attention's merchants
  - Production and consumption of media
2. Politics, markets, and communication policies
  - Media concentration and the public interest
  - Globalization, soft power, and communicative dependence
  - Diversity, visibility, and democracy.
  - Public service media systems
3. The Internet and the platform economy (I)
  - Internet governance (multi-stakeholder system)
  - Net neutrality
  - The geopolitics of platforms in a connected world
4. The Internet and the platform economy (II)

- Intellectual Property and digital society
  - Big Data in media and entertainment
  - Digital Media and Innovation (Streaming, Podcasts, Lives)
5. Broadcasting and media regulation
- Ofcom and BBC model (UK)
  - Federal Communication Commission (US)
  - TV without borders and EU system
6. International news agencies and local news
- Information sources, documentation & fact-checking
  - Local agencies and the journalism from the ground
  - Distribution and mass consumption
  - Algorithmic gatekeeping and news organizations
7. The advertising industry and its relations with the media system
- Madmen traditional model
  - The reinvention of the advertising industry
  - Data-driven marketing and advertising
8. The structure of the Film industry
- Hollywood and the industry
  - Bollywood model
  - Netflix and the emergent systems
9. Media structure and communication market in Spain and Latin America
- Ownerships and regulatory system
  - Plurality and Diversity
  - Public interest and democracy
10. Alternative, popular, and third sector communications' structure
- Radio and community media
  - Pirating and hacking "the system"
  - Popular and local community medias
11. Audience economics and media market production
- Measurement and ratings
  - Technology trends in media production
  - Product placement and brand entertainment

- Reshaping the public interest
12. The new economy of media and culture system
- Principles of contemporary media production
  - Youtubers, influencers, and celebrities
  - Old market regulations, new rules of production and consumption.

#### **ASSESSMENT:**

- Exam (40%). Students will sit for an exam where they have to provide evidence of sufficient knowledge of the contents of the course. **The passing grade is 40 out of 100.** If getting this grade or higher then will be averaged with the rest of the evaluation.
- Assignment 1 (15%) – In groups up to 3, students will solve a case (explained by the Lecturer in the first seminar). Deadline to upload it into Moodle campus (**March 19<sup>th</sup>, 2021 till 11 PM**). Students must present the outcomes to the class (oral presentation) as well as deliver it as written practice.
- Assignment 2 (15%) – Individually, students will elaborate a chart/poster on comparative media systems. The details will be presented by the lecturer by week 6. The chart/poster must be uploaded at the Moodle campus by **April 30<sup>th</sup>, 2021 by 11 PM** and will be presented orally in the following week.
- Assignment\* 3 (20%) – **MANDATORY** -Individually, students will elaborate an essay on a topic related to political economy of media presented by the lecturer by week 6. The essay must be uploaded at the Moodle campus by **June 01<sup>st</sup>, 2021 by 11 PM**.
- Seminars and Participation (10%) – Along each seminar's section, students must develop the proposed tasks, present (oral), and upload his/her answers in a pdf file at Moodle campus. The file must follow the pattern "number of the activity + students' family/name (ie: Jordi Sort Torres at the week 02 should upload the following file 02\_Sort\_Torres.pdf). These activities will not be reviewed individually, and no personal feedback should be expected.

**It is mandatory for all students a minimum of 40 out of 100 at the Exam, and deliver (on time) at least the Assignment 3.**

Activity	Grade	Skills (S) and Learning Outcomes (LO)	Conditional	Commitment
Exam	40%	S: CG1+CB2+CB3+CB4+ CG1+GG6+CG7+ CE1+ CE3+CE6 LO: R1+R3+R11+R12	Only if student delivers on-time practical activities 3, and at least activity 1 or 2.	30 hours
Assignment 1	15%	S: CB2+CB3+CB4+CG1+ GG6 + CE1+ CE6 LO: R1+R3+R11	unrecoverable.	20 hours
Assignment 2	15%	S: CB2+CB3+CB4+CG1+ GG6+CG7+CE3+CE6 LO: R1+R3 +R12	unrecoverable.	20 hours
Assignment 3	20%	S: CB2+CB3+CB4+CG1+ GG6+CG7+CE1+ CE3+CE6 LO: R1+R3 +R11	unrecoverable. <b>Mandatory.</b>	30 hours
Participation	10%	S: CB2+CB3+CB4+CG1+ GG6+CG7+CE1+ CE3+CE6 LO: R1+R3+R11+R12	-	-
CLASSES HOURS				60 hours
<b>TOTAL HOURS (GENERAL COMMITMENT WITH THE COURSE):</b>				<b>160 hours</b>

**METHODOLOGY:**

The course is classroom-based and combines theoretical knowledge with its practical implementation. **Each week**, classes are divided into two sessions:

- Lectures: Through classroom sessions, the lecturer will expose the theoretical contents of the program using different learning methodologies.
- Seminars: Following the lecturer guidelines, students will deliver group and individual activities in class to put into practice the module's contents.

Additionally, students will have three assignments. They will be mentored by the lecturer to supervise and guide the development of each one.

**REFERENCE BOOKS:**

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