

**COURSE DATA****Data Subject**

<b>Code</b>	33404
<b>Name</b>	Communication structure and cultural industries
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2020 - 2021

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	2 First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1301 - Degree in Audiovisual Communication	5 - Communication structure and policies	Basic Training

**Coordination**

<b>Name</b>	<b>Department</b>
GAMIR RIOS, JOSE VICENTE	340 - Language Theory and Communication Sciences

**SUMMARY**

Study of the characteristics that define the structure of the media and the audiovisual system, and the factors that determine and characterize its dynamics as well as general and specific aspects of cultural industries as a space in which take place the process of production, circulation and consumption of cultural and audiovisual products.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

Students must have a capacity of analysis of their socio-communicative landscape, at least at a Basic level, and a knowledge of the more relevant social media, their key performances and the influence they have on the society in which they exist. It also requires a basic understanding of the functioning of the cultural industry as well as the practices and social representations generated by the cultural products both locally and globally.

## OUTCOMES

### 1301 - Degree in Audiovisual Communication

- Knowledge of the complex reality of the sector known as Cultural Industries and of communication and its production, circulation and consumption processes in order to understand fully the structure and dynamics of a system that has different dimensions in which many political, social, financial, cultural and, of course, semiotic-communicative factors interact.
- Theoretical and practical knowledge of organisational structures in the field of visual and sound communication, as well as its evolution and management over the years, including audiovisual taxes. It also comprises knowledge and research of the nature and interrelations between the subjects of audiovisual communication: authors, institutions, enterprises, media, supports and recipients.
- The ability to interpret relevant data such as the major events and processes of today's societies from a synchronic viewpoint. This knowledge must cover as broad an area as possible so that it will contribute to develop the capacity to understand diversity and promote respect for the values of others and civic sensibility.
- Conciencia solidaria: respeto solidario por las diferentes personas y pueblos del planeta, así como conocimiento de las grandes corrientes culturales en relación con los valores individuales y colectivos y respecto por los derechos humanos.

## LEARNING OUTCOMES

The student should know and recognize the media in the local, national and global spaces, as well as the relationships established between different media and surroundings, socio-historical circumstances that have led to the concrete shaping of each communication model that co-exist in contemporary societies and the way in which they articulate the relationship between media, society and politics in the contemporary world.



On the other hand the students must acquire an analytical capacity enables them to understand from a critical perspective the functioning of the cultural industries, its relation to the economic sphere and logic of the market and hierarchies of power and inequalities that those generate. As well as the impact of these relationships on social practices, the aesthetic and cultural value, the imaginary individual and collective and the representations of different social relations.

## DESCRIPTION OF CONTENTS

### 1. Introduction to the structure of communication.

From interpersonal communication to mass communication. The social importance of the media: centrality of the media system in the public space and mediatization of the political debate. The study of the structure of communication and cultural industries: concept, origins, object, perspectives and fields.

### 2. The business dimension of information companies.

Informative companies: concept and constituent elements. Distinctive features of information companies. The power to inform and information as an economic good. Types of information companies. Funding of traditional information companies. Business models of information companies on the internet.

### 3. The world information system.

Characteristics and levels of the international media system. The doctrine of the free flow of information: concept and imposition. The MacBride report: context, proposals and attempt to establish the New World Order of Information and Communication. International Information flows. Cultural imperialism.

### 4. Global trends in the communication industries.

Political deregulation. Business concentration. Integration and media conglomeration. Digitization of information. Technological convergence.

### 5. Communication policies.

Press freedom. Public interest and regulation. Functions of the regulatory bodies. Regulation of media: property and content. Evolution of regulation from an international perspective.

### 6. Communication Spaces.

The beginning of the investigation of communication spaces: "Four theories of the press". The current investigation of communication spaces from the "Comparative media systems" book: political and media dimensions. Communication spaces: liberal, democratic corporate and polarized pluralist spaces. "Comparative media systems" book reviews and proposals.

**7. The media system of the United States and the European Unión.**

Trends and evolutionary stages of the press, radio and television systems. Media conglomerates and business groups.

**8. The Spanish media system.**

Characteristics, audiences and markets. Evolution and current situation of the press, radio and television systems. Media conglomerates and business groups.

**9. The Valencian media system.**

Characteristics, audiences and markets. Evolution and current situation of the press, radio and television systems. Media conglomerates and business groups.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Attendance at events and external activities	4,00	0
Development of group work	10,00	0
Development of individual work	10,00	0
Study and independent work	20,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	5,00	0
Preparation of practical classes and problem	5,00	0
Resolution of case studies	5,00	0
Resolution of online questionnaires	1,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

1. Activities of attending nature ( 40 % of the time), which refer to:

1.1 . Master Class.

1.2 . Individual tutoring and group work.



- 1.3 . Presentation in the classroom, through group work.
2. Activities on an autonomous basis which corresponds to 60% of the time and makes reference to 2.1 . Consultation and study of the literature by students.
- 2.2 . Preparation, individual or group of exposure in the classroom following the guidelines that the professors go marking for the different phases of the process.
- 2.3 . Development of the various phases of the work proposed in the classroom.
- 2.4 . Specific preparation of the final exam.

## EVALUATION

Exam (50%). Answer to different questions, based on the explanations provided by the teacher in the lectures, teaching materials and reference texts.

Paper (40%). A collaborative paper on the implementation of the structure of the communication and / or its influence on the media construction of reality. The theme of the paper will be agreed with the teacher and developed under his supervision during the course. Each group of students will present its paper in the last sessions of the course.

Participation (10%). Contribution of practical cases on the materialization of the structure of the communication and / or its influence on the media construction of reality in the virtual classroom, as a basis for discussion and analysis sessions at the beginning of each class. The participation of the students in these sessions will also be valued.

Observations:

- It is necessary to pass both the exam and paper to pass the subject.
- The presence of orthographic mistakes both in the exam and paper will be penalized.
- The inclusion of material prepared by third parties without mention the source will lead to the suspension of the paper and the subject.

## REFERENCES

### Basic

- Bustamante, Enrique (2013): Historia de la Radio y la Televisión en España. Una asignatura pendiente de la democracia. Barcelona: Gedisa.
- Carbonell Abelló, Josep Maria (2012): El futuro de la comunicación: Redes, medios y poder. Barcelona: Editorial UOC.
- Caro Gonzàlez, Francisco J. (2007): Gestión de empresas informativas. Madrid: McGraw-Hill
- Croteau, D. y Hoynes, W (2014): Media & Society: Industries, Images and Audiences. Thousand Oaks, California: Sage.
- Hallin, Daniel C., y Mancini, Paolo (2008): Sistemas mediáticos comparados. Barcelona: Hacer.





- López García, Guillermo (ed.) (2019): La comunicación en la Comunidad Valenciana (2010-2018): crisis y cambio. Editorial Alfons el Magnànim.
- MacBride, Sean (ed.) (1980): Un solo mundo, voces múltiples. México: Fondo de Cultura Económica.
- Reig, Ramón (2011): Los dueños del periodismo. Claves de la estructura mediática mundial y de España. Barcelona: Gedisa.
- Serrano, Pascual. (2010): Traficantes de información: La historia oculta de los grupos de comunicación españoles. Madrid: Akal.

## **ADDENDUM COVID-19**

**This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council**

### **HYBRID LEARNING MODE (BLENDED)**

#### **1. Contents**

The contents initially collected in the teaching guide are maintained.

#### **2. Workload and teaching schedule**

Maintaining the weight of the different activities that add up the hours of dedication in ECTS credits marked in the original teaching guide

#### **3. Methodology**

Theoretical (classroom) class / BBC synchronous videoconference

Publication of materials in AV

Tasks by AV

Discussions at the AV forum



Videoconference tutoring

#### **4. Assessment**

Tests in VA (50%). Tests in VA after the ending of the most relevant issues.

Paper (40%). Continuous development throughout the course of a group research paper on the structure of a media group and / or the media construction of reality, on a theme agreed with the teacher and developed in a tutored way. The paper will have a limited space of 10,000 words.

Participation (10%). Contribution of practical cases on the content of the subject to the virtual classroom; debate and analysis by the students in the virtual classroom.

#### **5. Bibliography**

The recommended bibliography is maintained because it is summarized in the teaching materials.