COURSE DATA

Data Subject

Code	36552
Name	Structure of communication
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	1	First term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	2 - Comunicación	Basic Training

Coordination

Name	Department
GAMIR RIOS, JOSE VICENTE	340 - Language Theory and Communication Sciences

SUMMARY

Study of the features that define the structure of the media and the audiovisual system in the 21st century. Also, study of the factors that determine and characterize and characterize its dynamics, as a space in which the processes of production, circulation and consumption of cultural and audiovisual products generated in the current and audiovisual products generated in today's society, as well as their cultural, social and economic repercussions.

In short, the subject of Communication Structure studies the materialization in systems of the communicative and cultural industries, with a historical, economical, political, sociological and technological perspective, at the local, state, regional and global levels.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No prior knowledge is required.

OUTCOMES

1333 - Degree in Audiovisual Communication

-   Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
-   Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
-   Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.
-   Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).
-   Students should have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.
-   Students should have a practical and theoretical understanding of the organisation structures within sound and visual communication, as well as its evolution and development over time, including audiovisual taxation. This also includes knowledge of, and research into, the interrelations between the natures of the subjects within audiovisual communication: authors, institutions, companies, the media, storage and recipients.

LEARNING OUTCOMES

The course aims to achieve the following learning outcomes of the Degree in Audiovisual Communication:

- Identify the organizational structures in the field of visual and sound communication.
- To know the interrelation between the subjects of audiovisual communication: authors, institutions, companies, media, supports, and receivers.
- To develop a creative and research work.

Specifically, each section of the syllabus will allow students to achieve the following results:

- Section 1 (units 1 and 2). To know the social importance of the communicative and cultural industries, as well as their business dimension.
- Section 2 (units 3 and 4). To know the functioning of the world information system in the current

framework of globalization; as well as its characteristics, its levels and flows, the doctrine that sustains it, the failure to establish a New World Information and Communication Order, and the dependencies and inequalities it generates, as well as the global trends of the communication industries.
- Section 3 (unit 5). To know the main communicative and political characteristics of the liberal, democratic-corporate and pluralist-polarized media systems.
- Section 4 (units 6, 7, 8 and 9). To know the regulation, evolution, composition, characteristics and trends of the Spanish media system.
- Section 5 (units 10 and 11). To know the regulation, evolution, composition, characteristics and trends of the Valencian media system.

On the other hand, students must acquire an analytical capacity that allows them to understand from a critical perspective the functioning of the cultural industries, as well as their relationship with the political and economic spheres, and the influence of these in the media construction of reality.

DESCRIPTION OF CONTENTS

1. Introduction to the Communication Structure

1. The study of the Structure of Communication: concept, origins, object, perspectives and areas.
2. From mass communication to mass self-communication.
3. The "overcome? centrality of the media system in the public space.
4. The Political Economy of Communication: concept, principles, object. The media as ideological apparatus of the State.

2. The business dimension of the media

1. Concept and constituent elements of the information companies
2. Particularities of the informative companies
3. The power to inform and information as an economic good
4. Types of information companies
5. Financing of traditional information companies
6. Business models of information companies on the Internet

3. The global information system

1. Characteristics of the global information system
2. The doctrine of the free flow of information: concept and imposition
3. The MacBride report
4. Levels and international flows of information
5. The theory of cultural imperialism

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4. Global trends of communication industries

1. Political deregulation
2. Corporate concentration of ownership
3. Media integration and conglomeration
4. Digitalization of information
5. Technological convergence

5. Media systems

1. The beginning of the investigation of communication spaces
2. Current research on communication spaces
3. The media dimension of research on communication spaces
4. Political dimension of research on communication spaces
5. Media systems (1): liberal
6. Media systems (2): corporative democratic
7. Media systems (3): polarized pluralist

6. The Spanish media system

1. Main media groups
2. Characteristics, audiences and advertising market

7. The Spanish press system

1. Organization and regulation
2. Evolution
3. Current situation

8. The Spanish radio system

1. Organization and regulation
2. Evolution
3. Current situation

9. The Spanish television system

1. Organization and regulation
2. Evolution
3. Current situation

10. The Valencian media system

1. Current situation. Characteristics, audiences and markets
2. The press system
3. The radio system
4. The television system

11. The Valencian public communication space

1. Creation, model and evolution of RTVV
2. Closing of RTVV
3. Creation and model of CVMC

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	60,00	100
Development of group work	40,00	0
Study and independent work	40,00	0
Readings supplementary material	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

FACE-TO-FACE TEACHING

The face-to-face teaching will be developed through one class per week of three hours of duration that will combine the following methodologies:

- Lecture.
- Study and analysis of cases.
- Classroom exposition and group work.
- Discussions and seminars.

Usually, the sessions will be divided into two parts: the first part will consist of a presentation of the subject of the session by the professor; the second part will be devoted to the analysis of a case or the discussion of current issues. Participation in the case analyses and debates will be carried out through group spokespersons, who will have to upload a record of the activity to the virtual classroom before the end of the session; if they do not have a laptop, they can hand it in on paper.

Last sessions of the course will be dedicated to the presentation of the work done in groups throughout the course on some aspect of communication structure agreed with the professor, in an autonomous but tutored manner.

NON FACE-TO-FACE WORK

The non face-to-face work will be developed through the reading of reference texts proposed by the faculty; the preparation of debates and case analysis; the autonomous study of the syllabus of the subject; and the realization in group of a tutored work that analyzes some aspect of communication structure discussed with the professor at the beginning of the course.

EVALUATION

The general grading system will follow the Regulation of evaluation and grading of the Universitat de València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

FIRST CALL:

The evaluation in the first call will consist of three blocks:

1. Final written test (50%): exam on the theoretical content of the course.

2. Presentation of outlines, summaries, and proposed texts (35%): group elaboration, throughout the course and in a tutored manner, of a work on some aspect of communication structure agreed with the professor at the beginning of the term. The work will be delivered and presented in the last sessions of the course.

3. Evaluation of attitude and participation in the class dynamics (15%): student participation in the analysis of cases proposed by the professor, which will be verified by means of the worksheets presented as a memory at the end of the sessions.

SECOND CALL:

The evaluation in the second call will maintain, if it is the case, the grades obtained in the blocks approved in the first call. The evaluation of the blocks failed or not presented will be carried out in the following way:

1. Final written test (50%): exam on the theoretical content of the course.

2. Presentation of outlines, summaries and proposed texts (35%): individual elaboration of a paper on some aspect of communication structure agreed with the professor.

3. Evaluation of attitude and participation in the class dynamics (0%): not retrievable.

OBSERVATIONS:

- It is necessary to pass the exam and the work to pass the course. In case of failing one of these blocks, the grade will not average with the others.

- The works must apply the APA7 norms in citations and references.

- The works must be submitted through the virtual classroom. Documents submitted by other means will not be corrected. Each day of delay in the delivery of an activity will imply a penalty of 2 points (out of 10) in its evaluation.

- Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

- In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction in accordance with current legislation.

- Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

REFERENCES

Basic

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