

Communication Structure

Code: 103855
ECTS Credits: 6

| Degree | Type | Year | Semester |
|--------------------|------|------|----------|
| 2501933 Journalism | FB | 1 | 2 |

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Ezequiel Ramón Pinat
Ana Isabel Fernandez Viso
Nuria Torras Planas
José Joaquín Blasco Gil
Anna Garnatxe Masmitja

Prerequisites

Follow-up of news about the media system (mainly in Catalonia, Spain and Europe) is recommended.

Objectives and Contextualisation

To provide students with an introduction to the knowledge of structural features of media systems in the Western European environment, with special attention to Spanish and Catalan cases, where he/she will develop his/her professional activity.

Thus, in the first approach the economical, political and social actors that make up or contribute to the formation of these systems will be considered, without neglecting the analysis of the North American model, due to its influence on the development of European and Latin American media systems. On the other hand, emphasis will be placed on the impact of the Internet and digitalization on the redesign of communication structure at local, state and international levels.

Eventually, aspects related to other media systems can be included if a particularly relevant fact occurs.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.

- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the medias structure.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Demonstrate a critical and self-critical capacity.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Describe the structure of the media and its dynamics.
4. Develop autonomous learning strategies.
5. Identify the media system and groups that have had, at a given point in time, the power to inform, and be able to describe the legal framework that exerts a certain governance on the media.
6. Identify the structural foundations of the communication system.
7. Manage time effectively.
8. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
9. Respect the diversity and plurality of ideas, people and situations.
10. Rigorously apply scientific thinking.

Content

1. Conceptual delineation and theoretical perspectives. What is a media system? Typology and characteristics. Comparing media systems.
2. Analysis of actors that contribute to the articulation of media systems: Communication groups, business associations, audience measurement bodies and telecommunications companies with businesses in the audiovisual field. The role of the State and independent regulators.
3. Analysis of media sectors (press, radio and television). General overview and characteristics of the offer. New services and new media. Transformation of business or consumption models.

Methodology

Two thirds of face-to-face teaching will be developed with the full group and a third, in seminars with small groups.

Sessions with the full group will consist of lectures held by the faculty, who will explain the contents related to the thematic blocks and solve the doubts regarding the compulsory readings that the students have to do.

Small groups in seminars will discuss common and current issues, to update the curriculum and identify key elements related to the evolution of media systems. Active participation of students is expected.

The calendar detailing the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|-------|-------|------|-------------------|
|-------|-------|------|-------------------|

Type: Directed

| | | | |
|------------------|-----|------|----------------------|
| Seminars | 17 | 0.68 | 10, 8, 2, 4, 1, 7, 9 |
| Theory | 34 | 1.36 | 3, 1, 5, 6, 9 |
| Type: Supervised | | | |
| Evaluation | 3 | 0.12 | 10, 3, 7, 5, 6 |
| Tutorial | 5.5 | 0.22 | 4, 1, 7 |
| Type: Autonomous | | | |
| Personal study | 83 | 3.32 | 10, 2, 3, 4, 7, 5, 6 |

Assessment

The subject consists of the following evaluation activities:

1. Follow-up test/exam, that will represent 20% on the final grade. Due to its characteristics, there is no second-chance test/exam.
2. A final exam, with questions related to the whole curriculum. It will represent 50% on the final grade. To pass the subject, this exam must be passed. If the student fails the exam, the final grade of the subject will be that of the final exam. If the exam is not done, the final grade will be 'not evaluable'.
3. Several exercises related to the issues discussed in the seminar, which will represent 30% of the grade. Due to its nature linked to the present, there are no second-chance exercises.

Students will be entitled to the reevaluation of the subject if they have been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject (final exam and follow up test/exam and/or seminar). To have access to revaluations the previous grades should be 3,5.

In the event that the second chance final exam is not passed, the final grade of the subject will be the one obtained in this exam.

Evaluation and reevaluation dates will be announced on the day of the presentation of the subject. Information will also be uploaded to Virtual Campus.

Second enrolment students

In case of second enrolment, students can do a single synthesis exam or final examination (with second-chance option in the same conditions as in the continuous evaluation), according to Universitat Autònoma de Barcelona academic regulations. The grading of the subject will correspond to the grade of the synthesis or final examination.

Second enrolment students that do not explicitly communicate by email and within the deadline announced at the beginning of the course their evaluation option go to the final examination.

Plagiarism

Students who perform any irregularity (copy, plagiarism, identify theft...) that can lead to a significant variation of the qualification of an evaluation act will be qualified with 0 on this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|---------------------|-----------|-------|------|----------------------|
| Final examination | 50% | 2 | 0.08 | 10, 3, 7, 5, 6 |
| Follow-up test/exam | 20% | 2 | 0.08 | 10, 3, 7, 5, 6 |
| Seminars | 30% | 3.5 | 0.14 | 10, 8, 2, 4, 1, 7, 9 |

Bibliography

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HARDY, Jonathan (2008) *Western Media Systems*. Londres: Routledge.

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