

Communication Structure

Code: 104764
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	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: No

Teachers

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

- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.
- Display thorough knowledge of the contemporary world in its social, economic, political and cultural dimensions.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Define the basic concepts of communication.
3. Describe the structure of the media and its dynamics.
4. Find what is substantial and relevant in documents within the subject.
5. Identify the fundamental principles of the theories and history of communication.
6. Identify the fundamental principles that structure the communication system.
7. Interpret and discuss documents on the main theories of communication.
8. Plan and conduct academic studies in the field of theory, history and structure of communication.
9. Present a summary of the studies made, orally and in writing.
10. Relate communication systems to the cultural evolution of contemporary society.
11. Submit course assignments on time, showing the individual or group planning involved.

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	2, 3, 9, 6, 7, 8, 11, 10, 4
Theory	34	1.36	2, 3, 9, 5, 6, 7, 10

Type: Supervised

Evaluation	3	0.12	2, 3, 9, 5, 6, 7, 11, 10
Tutorial	5.5	0.22	2, 3, 5, 6, 4
Type: Autonomous			
Personal study	83	3.32	2, 3, 5, 6, 7, 10, 4

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	2, 3, 9, 5, 6, 10
Follow-up test/exam	20%	2	0.08	2, 3, 9, 5, 6, 11, 10

Seminars	30%	3.5	0.14	1, 3, 9, 7, 8, 11, 10, 4
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Bibliography

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