

Industries and Policies

Code: 42436
ECTS Credits: 12

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	A

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Teachers

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Use of Languages

Principal working language: spanish (spa)

Prerequisites

Mastery of English language at the level of comprehensive reading

Objectives and Contextualisation

The aim of this module is to study the transformation of the audio-visual industries and the contemporary advertising systems, as well as the communication policies within the scenario of digital transformations. It is about being able to define and understand the weight of economic, political, industrial, technological, managerial and Internet factors that set up the complex reality of the audio-visual and advertising industry.

Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Communicate and justify conclusions clearly and unambiguously to both specialist and non-specialist audiences.
- Continue the learning process, to a large extent autonomously.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.
- Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.

- Take decisions and accept responsibility for their consequences.
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Analyse the effects of dynamics that intervene in audiovisual and advertising industries and policies.
2. Analyse the impact on the audiovisual and advertising sector of economic, political, technological and social forces, including internet.
3. Apply validated models to evaluate policies, technologies, management, and audiovisual and advertising sector industries.
4. Choose, design and apply methodological strategies for scientific research in the field of audiovisual and advertising content, formats and scheduling.
5. Communicate and justify conclusions clearly and unambiguously to both specialised and non-specialised audiences.
6. Continue the learning process, to a large extent autonomously
7. Critically analyse the theories and models of audiovisual communication that are applied to the analysis of policies, industries, technologies and the cultural and social impact of the audiovisual sector.
8. Integrate knowledge and use it to make judgements in complex situations, with incomplete information, while keeping in mind social and ethical responsibilities.
9. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
10. Solve problems in new or little-known situations within broader (or multidisciplinary) contexts related to the field of study.
11. Take decisions and accept responsibility for their consequences.

Content

Based on the aims, there will be addressed the change that suppose the management of companies and the knowledge in a digital environment, the role of technology and the economy as key factors in the changes of the contemporary audio-visual and advertising sector and the consideration and the study of the main theoretical currents that analyse them, the theoretical analysis of the communication policies in a digital scene with the study of particular cases at European, Spanish and Catalan levels; the intellectual analysis of the role of the Internet and the impact of the social networks in the audio-visual and advertising system, and, at last, the theoretical and particular study of the changes in the basic advertising structures to understand one of the cornerstones of the audio-visual business model.

Topics:

- 1.- Management of companies and the knowledge in the digital society 2 ECTS (Josep Maria Martí)
- 2.- The Internet, social networks and their impact in the audio-visual sector 2 ECTS (Emilio Fernández)
- 3.- Communication policies in a digital scene 2 ECTS (Montse Bonet)
- 4.- Changes of the contemporary advertising systems 4 ECTS (Ana Ullod and Quim Puig)
- 5.- Technology and economy in the contemporary audio-visual system 2 ECTS (Carles Llorens)

Methodology

The teaching is structured from a few very specialised seminars and the tutoring of a prearranged paper about one of the topics of the module.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed			
Seminars	75	3	2, 7, 1, 8, 10, 6
Type: Supervised			
Tutoring for the module's paper	72	2.88	9, 11, 8, 10, 5, 6, 4
Type: Autonomous			
Readings and autonomous work of the student	100	4	2, 7, 1, 9, 11, 8, 10, 6, 4
Writing the module's paper	50	2	2, 7, 1, 3, 9, 11, 8, 10, 5, 6, 4

Assessment

Once the last class of the module is ended, the student has from 2 to 3 weeks to fulfil the paper. The papers should be associated with the themes of the module and will be set on a list with their respective authors and will cover topics related with the industries, policies, technology, media economy, media management, contemporary advertising systems, the Internet or social networks. The students should choose one of the suggested topics on the list. In any case, it can't be a pure description. It has to contain analysis and understanding.

Oral presentation: during one week yet to be determined in one of the seminars of the faculty in the schedule from 10am to 11am. Duration of the presentation: 15 minutes. The court will be formed by the teachers of the module. The court will be able to ask questions and make suggestions to the students. The proportion of the grade is a 70% for the written monograph and a 20% for the oral presentation. The remaining 10% is for the class attendance and the active participation in them. The paper's length is from 4500 to 5000 words, excluding the annexes and the bibliography. Citation style: APA

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Class attendance	10%	1	0.04	9, 11
Presentation of the module's paper	20%	1	0.04	2, 7, 1, 3, 9, 11, 8, 10, 5, 6, 4
Written paper for the module	70%	1	0.04	2, 7, 1, 3, 9, 11, 8, 10, 5, 6, 4

Bibliography

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Anderson, Chris. (2008). *The Long Tail*. Revised and Updated Edition. New York: Hyperion

Arboledas, Luis (2010) 'Transición democrática y modelo comunicativo: la divergencia Ibérica', *Observatorio (OBS*)* 4(2).

Balbi, Gabriele i Paolo Magganda (2018). *A history of digital media*. Londres: Routledge.

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Carey, John i Elton, Martin (2010). *When media are new*. University Michigan Press, Ann Arbor

Cuilenburg, Jan Van; McQuail, Denis (2003) 'Towards a New Communications Policy Paradigm', *European Journal of Communication*, 18 (2): 181-207.

Morozov, Evgeny, (2014). *To save everything, click her: the folly of technological solutionism*, New York: PublicAffairs

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Wu, Tim (2011). *The Master switch: the rise and fall of information empires*, New York, N.Y.: Vintage Books.