Degree

2501933 Journalism

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

Prerequisites

Have passed the subject "Communication Policies" in the third course.

Objectives and Contextualisation

Know the specific nature of the various areas of public communication management (normative instruments and their processing, the concession regime, regulation, etc.). Develop criteria to analyse current policies and be able to project models for the future.

Know the specific nature of the various areas of public management of culture, especially in areas that adopt an industrial form (from monumental heritage or museums, and their links to the tourism sector; to the performing arts and entertainment or industries of audiovisual content production and distribution). Know the instruments (planning, stimulation, management of the relationship between the public and private sectors, infrastructure financing, prescription, etc.). Develop criteria to analyse current policies and be able to project models for the future.

To become familiar, in general, with the various modalities of professional activity related to the field, from the perspective of planning and executing policies for media management and cultural processes.

Skills and learning outcomes

Skills:
- Apply the scientific method appropriately, posing hypotheses related to journalistic communication, validating and verifying ideas and concepts, and correctly reviewing sources.
- Apply scientific thinking rigorously.
- Demonstrate ethical awareness as well as empathy with the environment.
- Demonstrate adequate knowledge of the socio-communicative reality of Catalonia in the Spanish, European and world context.
- Develop critical thinking and reasoning and know how to communicate them effectively, both in Catalan and Spanish and in a third language.
- Differentiate the main theories of the discipline, their fields, the conceptual elaborations, the theoretical frameworks and approaches that support the knowledge of the subject and its different areas and sub-areas, and acquire a systematic knowledge of the structure of the media.
- Disseminate knowledge and innovations of the study area.
- Generate innovative and competitive proposals in research and professional activity.
- Respect the diversity and plurality of ideas, people and situations.

Learning outcomes:
1. Analyze the influence of the media on public opinion.
2. Apply scientific methods in a transversal way in the analysis of the relationship between technological change and accessibility to the media.
3. Apply scientific thinking rigorously.
4. Compare the socio-communicative reality of Catalonia with the Spanish and European context from the point of view of cultural industries.
5. Demonstrate ethical awareness and empathy with the environment.
6. Develop critical thinking and reasoning and know how to communicate them effectively, both in Catalan and Spanish and in a third language.
7. Describe the socio-communicative reality of Catalonia in the Spanish and European context from the political point of view.
8. Disseminate knowledge and innovations of the study area.
9. Establish relationships between communicative knowledge and the social, human and technological sciences in the process of implementation of communication strategies and policies.
10. Establish contemporary semiotic trends and apply them to communication and journalism.
11. Generate innovative and competitive proposals in research and professional activity.
12. Respect the diversity and plurality of ideas, people and situations.

13. Assess the social impacts of technological mediation in contemporary communication.

Content

UNIT 1: Cultural industries and the media as "experience industries". Its effects on the forms of consciousness. Public and private intervention. Reasons, mechanism and models.

UNIT 2: Communication and culture policies. Who makes them? How they are made. Regulatory frameworks and concession regimes. Resources and budgets. Public management in the sector. The professional profiles involved.

UNIT 3: Economic policies that determine communication and culture. The management of a strategic macro-sector. The relationships between communication, education and culture. The "bad practices", partisanship and lobbyism in communication and culture policies. The remuneration for the creation and production of content.

UNIT 4: Consequences of technological change and the economic crisis in habits and behaviors related to communication and culture. The entertainment paradigm. The space of culture in the context of a global pandemic.

UNIT 5: Communication system and cultural system as infrastructures. What are the fundamental infrastructures of a culture? The strategic importance of production. The social importance of access and distribution.

UNIT 6: Communication and culture policies as organization policies The self-organization of society. Civic culture. Behaving like a medium. The counterculture (postmodernism, underground culture, subculture and anti-system).

UNIT 7: The superposition of systems in multicultural environments. Cultural diversity and large homogeneous markets. Languages, stereotypes and symbolic heritage. Information, knowledge and culture, spaces and central factors of social discrimination.

UNIT 8: The field of communication and culture as a pillar of the welfare state. The different perspectives in considering the liberating or dominating capacities of digital networks. Private appropriation and depredation of community cultural heritage in the digital age.

UNIT 9: Catalan culture and communication policies. Government action (legislation, promotion, investment, subsidy, agreement, adjudication, sectoral prioritization and institutional advertising).

UNIT 10: Discourses on the knowledge society and creativity as an ideology of public policies in the macro-sector of communication and culture (information and content). Current challenges in the management of institutions, agencies, groups, media and industries of culture and communication.

Methodology

The methodology will consist of lectures in class on the planned agenda and conducting debates directed at the seminars on academic literature in the sector and current cases.

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Master classes	34	1,36	2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13
Seminars	17	0,68	3, 4, 7, 9, 11, 12
Type: Supervised			
Tutorials	10	0,4	3, 5, 7, 8, 11, 12,
Type: Autonomous			
Autonomous work of students	85	3,4	1, 2, 5, 7, 10, 11, 12

Assessment

50% of the grade will correspond to individual or team work (maximum 4 students) conveniently proposed and agreed. It must be prepared and delivered in the last sessions of the course. The work will be exposed, debated and defended in class.

The remaining 50% of the grade will correspond to the interventions and assistance during the seminars (10%) and a presentation of a topic or agreed text, individual (40%), on the matter treated during the course.

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading. The activity that is excluded from the recovery process is the active participation in seminars.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment activities

Title	Weighting	Hours	ECTS	Learning outcomes
Presentation on an agreed topic or text	40%	4	0	2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13
Active participation in seminars	10%	0	0	3, 4, 7, 9, 11, 12
Individual or team work	50%	0	0	1, 2, 5, 7, 10, 11, 12

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