

## Communication Structure

Code: 103866  
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	FB	1	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

## 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

Lluís Reales Guisado

## Prerequisites

Follow-up of news about the media system (mainly in Catalonia, Spain and Europe) is recommended, as well as the main trends of advertising industry.

## Objectives and Contextualisation

This course introduces students to the knowledge of the communicative and cultural industries and, more specifically, the media systems and the advertising industry, as well as the political, economic and social actors that model them with their behavior and strategies (regulatory bodies, communication groups, business and professional entities...).

In addition to describing the structural features of media systems, interpretation keys are provided on the reasons for their configuration, so that the historical, economic, political, social, cultural and technological framework in which they are developed is taken into account.

The focus is mainly on the Catalan and Spanish contexts, framing them in Western Europe and, particularly, in the Mediterranean countries, although the international and transnational spheres are also present.

The main objective of the subject is to develop a reflective attitude and the ability to critically analyze current events.

## 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.

- Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, theoretical frameworks and approaches that lay the foundations for the disciplines knowledge and its different areas and sub-areas, as well as its value for professional practice by means of specific cases.
- Identify modern communication traditions in Catalonia, Spain and worldwide and their specific forms of expression, as well as their historic development and the theories and concepts that study them.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.
- Use a third language as a working language and means of professional expression in the media

## 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. Develop critical thinking and reasoning and be able to relay ideas effectively, in both official languages (Catalan and Spanish) and a third language.
6. Differentiate the specificities of written and audiovisual languages.
7. Explain the development of modern advertising traditions in the world.
8. Find substance and relevance in documents on theory, structure and communication in a third language.
9. Identify the fundamentals of theories and the history of communication.
10. 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.
11. Identify the structural foundations of the communication system.
12. Link social analysis and impacts of new communication technologies.
13. Manage time effectively.
14. Respect the diversity and plurality of ideas, people and situations.
15. Rigorously apply scientific thinking.

## Content

1. Conceptual delineation and the 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. The role of the State and the independent regulators. Communication groups, business associations, audience measurement bodies and telecommunications companies with businesses in the audiovisual field. The role of the State and independent regulators. Citizenship and the rights of communication.
3. Analysis of media sectors (press, radio and television) and the advertising industry. General overview and the 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 one third in seminars in small groups.

The sessions with the whole group will be carried out mainly from master classes focused on the thematic blocks pointed out in the section "contents". The doubts related to the compulsory readings that the students have to do and to the self-learning work will also be clarified.

In the seminars, in-depth activities will be carried out on the topics already discussed, based on a documented analysis of documentary resources (news, academic texts or others). In both cases, current issues will be discussed, with the active participation of students, to update the agenda and identify key elements regarding the evolution of media systems.

The approach of the subject will incorporate the gender perspective in all possible aspects, from the contents to the methodologies applied to the dynamics of work and student participation in the classroom, so as to facilitate an egalitarian interaction.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
seminars	17	0.68	15, 2, 1, 3, 5, 13, 10, 11, 12, 14, 8
theory	34	1.36	15, 1, 3, 10, 11, 12, 14
Type: Supervised			
Evaluation	7	0.28	1, 3, 5, 13, 10, 11, 12
tutorials	5	0.2	15, 1, 3, 10, 11, 12, 14
Type: Autonomous			
personal study	80	3.2	15, 2, 1, 3, 4, 5, 13, 10, 11, 12, 8

## Assessment

The course consists of the following assessment activities:

1. Various exercises related to the questions treated in the seminar, that v
  2. Intervention in seminars. The intervention of the seminars will be value
  3. Two partial examinations on the theoretical contents, each one of whic
- To pass the subject it is necessary to pass these two exams. In the even  
If one of the two partial exams is not taken the final grade will be "not ass  
In the event that the retake of one of the two exams is not passed, the fir  
The dates of the evaluation and recovery activities will be announced on

Students from the second enrollment

From the second enrollment onwards, students can opt for the assessme  
It will be understood that students from thesecond registration who do no

### Plagiarism

The student who makes any irregularity (copy, plagiarism, identity theft ...) that could lead to a significant variation of the grade of an evaluation act will have a qualification of 0 in this act of evaluation. In case of various irregularities, the final grade of the subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Intervention at seminars	10%	2	0.08	15, 1, 3, 5, 13, 10, 11, 12
Partial exams	30% + 30%	2	0.08	15, 1, 3, 5, 6, 7, 13, 10, 9, 11, 12
Seminar exercises	30%	3	0.12	15, 2, 1, 3, 4, 5, 13, 10, 11, 12, 14, 8

## Bibliography

AGUADO-GUADALUPE, Guadalupe (2018). Las relaciones Prensa-Estado en el reparto de publicidad institucional en España. *Estudios sobre el Mensaje Periodístico*, 24(2), 993.

ALBORNOZ, Luis y GARCÍA LEIVA, Trinidad (eds.) (2017) Diversidad e industria audiovisual. El desafío cultural del siglo XXI, México: Fondo de Cultura Económica.

ALMIRÓN, Núria (2010) *Journalism in crisis. Corporate Media and Financialization*, Cresskill, Nj: Hampton Press.

BIRKINBINE, Benjamin; GÓMEZ, Rodrigo; y WASKO, Janet (2016) *Global media giants*, Londres; Nueva York: Routledge.

BUSTAMANTE, Enrique (2013) *Historia de la radio y la televisión en España*, Barcelona. Gedisa.

CIVIL i SERRA, M.; LÓPEZ, B., eds. (2019) *Informe de la comunicació a Catalunya 2017-2018*. Barcelona: Generalitat de Catalunya. Col·lecció Lexikon Informes, 6: <http://incom.uab.cat/informe>

FERNÁNDEZ ALONSO, Isabel (Ed.) (2017) *Austeridad y clientelismo: Política audiovisual en España en el contexto mediterráneo y de la crisis financiera*, Barcelona: Gedisa.

GARCÍA SANTAMARÍA, José Vicente (2016) *Los grupos multimediaespañoles: Análisis y estrategias*, Barcelona: Editorial UOC.

GUTIÉRREZ MONTES, Eladio (coor.) (2017) *Televisión abierta. Situación actual y tendencias de futuro de la TDT*, Madrid: Colegio Oficial de Ingenieros de Telecomunicaciones.

HALLIN, Daniel y MANCINI, Paolo (2008) *Sistemas de medios comparados. Tres modelos de relación entre los medios de comunicación y la política*, Barcelona: Hacer

HAVENS, Timothy; LOTZ, Amanda (2012) *Understanding Media Industries*. New York: Oxford University Press.

JONES, Daniel E. (2005) Aproximación teórica a la Estructura de la Comunicación Social, en *Sphera Publica: Revista de Ciencias Sociales y de la Comunicación*, núm. 5, Murcia: Universidad Católica San Antonio, p. 19-39.

LAMUERDA GRAVÁN, María (coord.) (2012) *El futuro de la televisión pública. La necesaria alianza con la ciudadanía*, Madrid: Editorial Popular.

MIGUEL de BUSTOS, Juan Carlos y CASADO del RÍO, Miguel Ángel (coords.) (2012) *Televisiones autonómicas. Evolución y crisis del modelo público de proximidad*, Barcelona, Gedisa.

ZALLO, Ramón (2011) *Estructuras de la comunicación y la cultura. Políticas para la era digital*, Barcelona: Gedisa

ZALLO, Ramón (2016) *Tendencias en comunicación. Cultura digital y poder*, Barcelona: Gedisa.

During the course other complementary bibliographical references and online sources will be suggested to delve into the contents explained and to follow up on the news of the sector.

