Communications Policies and Cultural Industries

Code: 103094
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0
2504235 Science, Technology and Humanities	OT	4	0

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

Name: Marc Blasco Duatis

Email: Marc.Blasco@uab.cat

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.

Competences

Journalism
- Demonstrate adequate knowledge of Catalonias socio-communicative reality in the Spanish, European and global context.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- 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.

- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Properly apply the scientific method, raising hypotheses regarding journalistic communication, validating and verifying ideas and concepts, and properly citing sources.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Analyse the economic dimension of the media.
2. Apply scientific methods in a cross-cutting manner in the analysis of the relations between technological change and media access.
3. Appraise the social impacts of technological mediation in modern communication.
4. Compare Catalonias socio-communicative reality with the Spanish and European context from the point of view of cultural industries.
5. Demonstrate ethical awareness and empathy with the entourage.
6. Describe Catalonias socio-communicative reality in the Spanish and European context from the political point of view.
7. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
8. Disseminate the areas knowledge and innovations.
9. Establish links between communicative knowledge and social, human and technological sciences in the process of implementing strategies and communication policies.
10. Explain Catalonias socio-communicative reality in the Spanish and European context from the economic and business point of view.
11. Generate innovative and competitive ideas in research and professional practice.
12. Respect the diversity and plurality of ideas, people and situations.
13. Rigorously apply scientific thinking.

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.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	34	1.36	2, 13, 4, 5, 6, 7, 8, 9, 11, 12, 3
Seminars	18	0.72	13, 4, 7, 9, 11, 12
Type: Supervised			
Tutorials	12	0.48	13, 5, 7, 8, 11, 12
Type: Autonomous			
Autonomous work of students	80	3.2	1, 2, 5, 7, 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
Active participation in seminars	10%	2	0.08	13, 4, 6, 8, 11, 12
Individual or team work	50%	2	0.08	1, 2, 13, 7, 8, 9, 11, 12
Presentation on an agreed topic or text	40%	2	0.08	2, 13, 4, 5, 6, 7, 8, 9, 10, 11, 12, 3

Bibliography

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Software

The Virtual Campus platform, word processors, spreadsheets and social audiovisual platforms.