UAB
Universitat Autònoma de Barcelona

2021/2022

Communication Structure

Code: 103855
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	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: Yes

Teachers

Aida Martori Muntsant

Ana Isabel Fernandez Viso

Nuria Torras Planas

Enric Antoni Badia Masoni

Angel Castellanos Diaz

José Joaquín Blasco Gil

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 systemes 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

- Demonstrate a critical and self-critical capacity.

- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- 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.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.
- Rigorously apply scientific thinking.

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. 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.
6. Identify the structural foundations of the communication system.
7. Manage time effectively.
8. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
9. Respect the diversity and plurality of ideas, people and situations.
10. Rigorously apply scientific thinking.

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: public media, private communication groups, business associations, audience measurement bodies and telecommunications companies and digital platforms with businesses in the audiovisual field. The role of the State and independent regulators.

3. Analysis of media sectors (press, radio, television and digital media). General overview, characteristics of the offer and regulation. 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, that may include interactive activitites, 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 and the work resulting from the self-learning.

The seminars will include practical activities aimed at helping to develop a deep understanding of the course topics. It may require searching and analyzing in advance different types of learning resources (pieces of news, academic texts, reports, etc.). Current issues will be shared and discussed, with the active participation of students, in order to update the agenda and identify key elements relating to 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.

On the day of the presentation of the subject, more detailed information on the organization of the sessions will be given, and the Virtual Campus will be used to upload teaching materials and 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			
Seminars	17	0.68	10, 8, 2, 4, 1, 7, 9
Theory	34	1.36	3, 1, 5, 6, 9
Type: Supervised			
Evaluation	7	0.28	10, 3, 7, 5, 6
Tutorial	5	0.2	4, 1, 7
Type: Autonomous			
Personal study	80	3.2	10, 2, 3, 4, 7, 5, 6

Assessment

The course consists of the following assessment activities:

1. Various exercises related to the questions treated in the seminar, that will suppose 30% of the qualification. Due to their current nature, these evaluation activities will not be recoverable.

2. Intervention in seminars. The intervention of the seminars will be valued qualitatively (10% of the final grade). This evaluation activity will not be recoverable.

3. Other practical follow-up activities that could be done either in the seminar or in the lecture sessions. They will be detailed the first day of class and together they will be worth 10% of the final degree.

4. Two partial examinations on the theoretical contents, each one of which represents 30% of the final qualification, and that are liberatory of matter.

To pass the subject it is necessary to pass these two exams. In the event of a suspension, you can take part in the recovery, as long as you have previously assessed the two midterm exams and at least one of the other two assessment activities.

If one of the two partial exams is not taken the final grade will be "not assessable".

In the event that the retake of one of the two exams is not passed, the final grade of the subject will be the one obtained in this exam (or the average, if both are failed).

The dates of the evaluation and recovery activities will be announced on the day of the presentation of the subject. The information will also be available on the virtual campus.

Students from the second enrollment

From the second enrollment onwards, students can choose to be evaluated either following the complete continuous evaluation system of the subject or by means of taking the two mid-term exams. In order to pass the subject it is necessary to pass both two midterm exams. In the event of failing, both can be retaken as long as the student has previously taken them.

If one of the two mid-term exams is not taken the final grade will be "not assessable" and if one of them is failed, the final grade of the subject will be the one obtained in this exam (or the average, if both are failed).

It will be understood that students from the second registration who do not communicate explicitly by e-mail and within the deadline announced at the beginning of the course their assessment option will take the two mid-term examen.

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 in seminars	10%	2	0.08	10, 8, 2, 4, 1, 7, 9
Mid-term exams	30% + 30%	2	0.08	10, 3, 7, 5, 6
Practical follow-up activities	10%	1	0.04	10, 8, 2, 3, 4, 1, 5, 6, 9
Seminar exercices	20%	2	0.08	10, 3, 7, 5, 6

Bibliography

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Software

Basic tools of Microsoft Office package, Moodle applications and free online learning platforms.