

Communication Structure

Code: 104764
ECTS Credits: 6

Degree	Type	Year	Semester
2503868 Communication in Organisations	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

Name: Maria Corominas Piulats
Email: Maria.Corominas@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

Teachers

Angel Castellanos Diaz

Prerequisites

It is recommended to follow-up news about media systems (mainly in Catalonia, Spain and Europe), as well as about trends and changes in transnational markets and global communication industry.

Objectives and Contextualisation

This course provides students with an introduction to the knowledge of structural features of media systems and the communicative and cultural industries. The approach includes political, economic and social factors that contribute to the formation of these systems, and strategies of different actors (regulatory agencies, communication groups, business and professional entities, etc.).

In addition to describing the structural features of media systems, interpretation keys are provided in order to understand the reasons of their configuration. So, the historical, economic, political, social, cultural and technological framework of their development are considered.

The focus is mainly on Catalan and Spanish contexts, framed them in Western Europe. The international sphere is also present, in the context of the digital era and media globalization. The impact of the internet and digitalisation on the redesign of the communication structure will be emphasized.

The central objectives of the subject are to develop a reflective attitude and the ability to critically analyse current communicative trends.

Competences

- Differentiate the principal theories on communication in organisations, which underpin knowledge of the discipline and its different branches.

- Display thorough knowledge of the contemporary world in its social, economic, political and cultural dimensions.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must have and understand knowledge of an area of study built on the basis of general secondary education, and while it relies on some advanced textbooks it also includes some aspects coming from the forefront of its field of study.

Learning Outcomes

1. Cross-check information to establish its veracity, using evaluation criteria.
2. Define the basic concepts of communication.
3. Describe the structure of the media and its dynamics.
4. Find what is substantial and relevant in documents within the subject.
5. Identify the fundamental principles that structure the communication system.
6. Interpret and discuss documents on the main theories of communication.
7. Plan and conduct academic studies in the field of theory, history and structure of communication.
8. Present a summary of the studies made, orally and in writing.
9. Relate communication systems to the cultural evolution of contemporary society.
10. Submit course assignments on time, showing the individual or group planning involved.

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: Communication groups, business associations, audience measurement bodies and telecommunications companies with businesses in the audiovisual field. The role of the State and independent regulators.
3. Analysis of media sectors (press, radio and television). General overview and characteristics of the offer. New services and new media. Transformation of business or consumption models.

Methodology

Two thirds of teaching (theoretical classes) will be developed with the full group and one third, in seminars with small groups.

Sessions with the whole group will mainly consist of lectures, where content related to the thematic block will be explained and doubts regarding the compulsory readings that students have to do will be solved.

Seminars will include in-depth activities, in some cases based on documents (news, academic texts or others). Current issues will be shared and discussed, with the active participation of students, in order to update the agenda and to identify key elements relating to the evolution of media systems.

The approach of this course incorporates the gender perspective in all possible aspects, from content to the dynamics of work and student participation. Methodologies that promote gender equality and non-sexist attitudes that facilitate the intervention in the classroom of both -male and female students- will be used.

The calendar detailing the content of the different sessions will be delivered on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the course.

During one of the classes, the lecturer will provide students with 15 minutes to answer the surveys on the teaching performance and the subject.

In case of a change of teaching modality due to health reasons, lecturers 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	2, 3, 8, 5, 6, 7, 10, 9, 4
Theory	34	1.36	2, 3, 8, 5, 6, 9
Type: Supervised			
Evaluation	3	0.12	2, 3, 8, 5, 6, 10, 9
Tutorial	5.5	0.22	2, 3, 5, 4
Type: Autonomous			
Personal study	80.5	3.22	2, 3, 5, 6, 9, 4

Assessment

Continuous evaluation and revaluation

Continuous evaluation is compulsory for first enrolment students. The subject consists of the following evaluation activities:

Two partial examinations (test format) related to theoretical content of the subject, and representing 30% of the final grade each. Every partial examination deals with different parts of the content.

To pass the subject it is necessary to pass these two exams (Minimum: 5/10 each)). In the event of failing one or both of them, students are entitled to the revaluation: there isn't a minimum mark, but partial examination (or examinations) has/have to be taken

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

In the event that the second chance 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).

2. Several exercises related to the issues discussed in the seminar, which will represent 30% of the final grade. Due to their current nature, there are no second-chance exercises.

3. Intervention in seminars. Students intervention and participation in the seminars will be assessed qualitatively (10% of the final grade). Due to its characteristics, this evaluation activity is excluded from recuperation.

Second enrolment students

In case of second (or third...) enrolment, students can choose between continuous examination (see above) and a single synthesis exam or final examination (test format) with second-chance option (no minimum grade, it is compulsory to have taken the examination in the first chance). The grading of the subject will correspond to the grade of the synthesis or final examination. In the event of failing the second chance examination, the final grade of the subject will be the one obtained in this (second chance) examination.

It is to be understood that students from second registration who do not communicate explicitly by e-mail and within the deadline announced at the beginning of the course their evaluation option will take the synthesis test.

Calendar

Evaluation and reevaluation dates will be announced on the day of the presentation of the subject. Information will also be uploaded to Virtual Campus.

Plagiarism

Students who perform any irregularity (copy, plagiarism, identify theft...) that can lead to a significant variation of the qualification of an evaluation act will be qualified with 0 on this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Partial exam 1	30%	3	0.12	2, 3, 8, 5, 9
Partial exam 2	30%	3	0.12	2, 3, 8, 5, 10, 9
Participation to the seminars	10%	1	0.04	1, 8, 10, 9
Seminars (ejercicios)	30%	3	0.12	1, 3, 8, 6, 7, 10, 9, 4

Bibliography

ALBORNOZ, Luis A.; SEGOVIA, ANA I. & ALMIRÓN, Núria (2020) *Grupo Prisa: media power in contemporary Spain*. Nova York: Routledge. DOI <https://doi.org/10.4324/9780429297717> [Via UAB]

BIRKINBINE, Benjamin J.; GÓMEZ, Rodrigo & WASKO, Janet (2016) *Global Media Giants*. Nova York; Londres: Routledge
<http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=1271614> [Via UAB]

CEREZO, Pepe (2018) *Los medios líquidos: la transformación de los modelos de negocio*. Barcelona: UOC
<https://ebookcentral-proquest-com.are.uab.cat/lib/uab/detail.action?docID=5513924> [Via UAB]

CIVIL i SERRA, Marta; LÓPEZ, Bernat, eds. (2019) *Informe de la comunicació a Catalunya 2017-2018*. Barcelona: Generalitat de Catalunya. Col·lecció Lexikon Informes, 7: <https://incom.uab.cat/occ/informe/>

CONSELL DE L'AUDIOVISUAL DE CATALUNYA *Butlletí d'informació sobre l'audiovisual de Catalunya*
<https://www.cac.cat/index.php/acords-recerca/biac-%28-informes-del-sector-quadrimestrals-%29> (Informes quadrimestrals)

CONSELL DE L'AUDIOVISUAL DE CATALUNYA (2020) *Informe 2019. L'audiovisual a Catalunya*. Barcelona: Consell de l'Audiovisual de Catalunya. <https://www.cac.cat/acords-recerca/informes-del-sector-audiovisual>

CONSELL DE L'AUDIOVISUAL DE CATALUNYA (2017) *Llibre blanc de l'audiovisual de Catalunya*. Barcelona: Consell de l'Audiovisual de Catalunya
https://www.cac.cat/sites/default/files/2018-03/Acord_6_2017_llibre_blanc_0.pdf

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

<http://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=2352584> [Via UAB]

GARCÍA SANTAMARÍA, José Vicente (2016) *Los grupos multimedia españoles. Análisis y estrategias*. Barcelona: Editorial UOC. <http://site.ebrary.com/lib/bibliotequesuab/detail.action?docID=11286116> [Via UAB]

GIFREU, Josep (dir.) i COROMINAS, Maria (coord.) (1991) *Construir l'espai català de comunicació*, Barcelona: Centre d'Investigació de la Comunicació.

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

HARDY, Jonathan (2008) *Western Media Systems*. Londres: Routledge.

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

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

LEVI, Simona (2019) *#FakeYou. Fake news i desinformació*, Barcelona: Raig Verd

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

MYTTON, Graham; DIEM, Peter & HEIN VAN DAM, Piet (2016) *Media Audience Research: A Guide for Professionals*. Londres: Sage <http://site.ebrary.com/lib/bibliotequesuab/docDetail.action?docID=11171005> [Via UAB]

NEIRA, Elena (2016) *La Otra pantalla: redes sociales, móviles y la nueva televisión*. Barcelona: UOC
<http://www.digitaliapublishing.com/a/43910> [Via UAB]

PARISER, Eli (2017) *El filtro burbuja: Cómo la web decide lo que leemos y lo que pensamos*, Barcelona: Penguin Random House Grupo Editorial

PAVLICK, John V; McINTOSH, Shawn (2019) *Converging Media: a new introduction to mass communication*. Oxford University Press

PEIRANO, Marta (2019). *El enemigo conoce el sistema: Manipulación de ideas, personas e influencias después de la economía de la atención*, Barcelona: Debate

ZALLO, Ramón (2016) *Tendencias en comunicación. Cultura digital y poder*. Barcelona: Gedisa.
<https://ebookcentral.proquest.com/lib/uab/detail.action?docID=4908814> [Via UAB]

Webs:

Barlovento Comunicación <https://www.barloventocomunicacion.es/>

Comisión Nacional de los Mercados y la Competencia (CNMC) - Blog <https://blog.cnmc.es/>

COMUNICACIÓ 21 <https://comunicacio21.cat/>

Guia de la radio: <http://guiadelaradio.com/>

During the semester other complementary bibliographical references and online sources will be suggested for a deeper knowledge of contents and to follow up sector current affairs.

Software

Office programs