

**Technology, Economics and Politics in the Content Industry**

Code: 44519  
ECTS Credits: 12

Degree	Type	Year	Semester
4313256 Audiovisual Communication and Advertising Contents	OT	0	A

## Contact

Name: Carles Llorens Maluquer  
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## Use of Languages

Principal working language: spanish (spa)

## Teachers

Josep Maria Martí Martí  
Joaquín Puig Gonzalez  
Ana Ullod Pujol  
Emilio Fernandez Peña

## Prerequisites

Good level of English in order to be able to read complex texts on the area of broadcasting, technology and policy.

## Objectives and Contextualisation

The aim of this module is to study the transformation of the audio-visual industries and the contemporary advertising systems, as well as the technologies within the scenario of digital transformations. It is about being able to define and understand the weight of economic, political, industrial, technological, managerial and Internet factors that set up the complex reality of the audio-visual and advertising industry.

## Competences

- Apply validated models of content analysis, policy evaluation, audience response surveys and analysis of audiovisual and advertising sector industries.
- Choose, design and apply methodological strategies for scientific research in audiovisual communication and product development.
- Critically analyse the theories and analysis models of audiovisual and advertising communication.
- Develop the ability to assess sex and gender inequalities in order to design solutions.
- Identify and understand the main phenomena that affect industries, policies, audiovisual and advertising content and their reception.
- Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
- Take decisions and accept responsibility for their consequences.

## Learning Outcomes

1. Analyse the effects of dynamics that intervene in audiovisual and advertising industries and policies.
2. Analyse the impact on the audiovisual and advertising sector of economic, political, technological and social forces, including internet.
3. Apply validated models to evaluate policies, technologies, management, and audiovisual and advertising sector industries.
4. Choose, design and apply methodological strategies for scientific research in the field of audiovisual communication industries and policies.
5. Identify and evaluate the main currents of thought in studies on the different cultural industries.
6. Plan tasks in accordance with the human resources, tools and time available so as to optimise performance.
7. Recognise the role of the media, audiovisual productions and advertising in the construction of gender relations and sexual and gender identity.
8. Take decisions and accept responsibility for their consequences.

## Content

- 1.- Management of companies and the knowledge in the digital society 3 ECTS (Josep Maria Marfi)
- 2.- The Internet, social networks and their impact in the audio-visual sector 3 ECTS (Emilio Fernández)
- 3.- Changes of the contemporary advertising systems 6 ECTS (Ana Ullod and Quim Puig)
- 4.- Technology and economy in the contemporary audio-visual system 3 ECTS (Carles Llorens)

## Methodology

Teaching is structured by very specialized seminars and the tutoring of works on the subjects of the module.

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	75	3	2, 1, 5, 7
Type: Supervised			
Essay tutorials	70	2.8	2, 1, 3, 5, 6, 8, 7, 4
Type: Autonomous			
Readings and autonomous work of the students	100	4	2, 1, 3, 6, 8, 7, 4
Writing essays	50	2	2, 1, 3, 5, 6, 8, 7, 4

## Assessment

Each professor of the module will indicate at the beginning of their course the type of work that the students will have to do and how it should be presented.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Ana Ullod's essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Carles Llorens' essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Emilio Fernández's Essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Joaquin Puig's Essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4
Josep M <sup>a</sup> Martí's essay	20%	1	0.04	2, 1, 3, 5, 6, 8, 7, 4

## Bibliography

Alvarez del Blanco, Roberto (2011), *Neuromarketing*, Ed Prentice Hall, Madrid  
Anderson, Chris. (2008). *The Long Tail*. Revised and Updated Edition. New York: Hyperion

Balbi, Gabriele i Paolo Magganda (2018). *A history of digital media*. Londres: Routledge.

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Carey, John i Elton, Martin (2010). *When media are new*. University Michigan Press, Ann Arbor

Cuilenburg, Jan Van; McQuail, Denis (2003) 'Towards a New Communications Policy Paradigm', *European Journal of Communication*, 18 (2): 181-207.

Lee, Kai Fu (2018) *AI Superpowers: China, Silicon Valley, and the New World Order*. Boston: Houghton MifflinHarcourt.

McLuhan, Marshall (1996) *Comprender los medios de comunicación. Las extensiones del ser humano*. Barcelona: Paidós (original de 1964).

Mueller, Milton (2017). *Will the Internet fragment? : sovereignty, globalization and cyberspace*. Cambridge, Polity Press.  
Morozov, Evgeny, (2014). *To save everything, click her: the folly of technological solutionism*, New York: PublicAffairs

Rogers, Everett M. (2003) *Diffusion of Innovations*, 5a ed. New York: Free Press. Schmidt, Eric & Cohen, Jared (2014). *El Futuro digital*, Madrid: Anaya Multimedia.

Scolari, Carlos (2008). *Hipermediaciones. Elementos para una Teoría de la Comunicación Digital Interactiva*, Barcelona: Gedisa.

Wu, Tim (2011). *The Master switch: the rise and fall of information empires*, New York, N.Y.: Vintage Books.

Christensen, Clayton M. (2016). *The innovator's dilemma: when new technologies cause great firms to fail*, Boston, Massachusetts: Harvard Business Review Press.

Diamond, Jared (2006). *Armas, gérmenes y acero: breve historia de la humanidad en los últimos trece mil años*, [Barcelona]: Debate.

## Software

There is no need for any software in order to follow this module.