UAB
Universitat Autònoma de Barcelona

Communication Structure

Code: 103855
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501933 Journalism	FB	1

Contact

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Teachers

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Teaching groups languages

You can view this information at the end of this document.

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

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Differentiate the discipline's 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 media's structure.
- Disseminate the area's knowledge and innovations.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- 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.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
2. Communicate using language that is not sexist or discriminatory.
3. Critically analyse the principles, values and procedures that govern the exercise of the profession.
4. Demonstrate a critical and self-critical capacity.
5. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
6. Describe the structure of the media and its dynamics.
7. Disseminate the area's knowledge and innovations.
8. 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.
9. Identify the principal forms of sex- or gender-based inequality and discrimination present in society.
10. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
11. Identify the structural foundations of the communication system.
12. Interpret and discuss texts regarding the main communication and journalism theories and present the summary of the analysis in writing and in public.
13. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
14. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
15. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
16. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
17. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.

18. 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.
19. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

Content

1. Conceptual delineation and theoretical perspectives. What is a media system? Typology, characteristics and actors. 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 environment). General overview, characteristics of the offer and regulation. Transformation of business or consumption models.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	17	0.68	4, 5, 6, 7, 8, 11, 12, 13, 14, 15, 16
Theory	34	1.36	3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 14, 16, 17, 18
Type: Supervised			
Evaluation	7	0.28	3, 4, 5, 6, 7, 8, 10, 11, 12, 14, 16, 18
Tutorial	5	0.2	
Type: Autonomous			
Personal study	80	3.2	3, 4, 5, 6, 8, 10, 11, 14, 16, 18

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, held by faculty staff, who will explain the contents related to thematic blocks and solve the doubts regarding the compulsory readings that the students have to do and the work resulting from the planned self-learning work.

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. The Virtual Campus will also 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, 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.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Mid-term exams	25% + 25%	3.5	0.14	2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 15, 16, 17, 18
Seminar exercices	30%	2.5	0.1	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19
Seminar intervention	20	1	0.04	2, 3, 4, 5, 6, 8, 9, 11, 15, 16

FIRST ENROLMENT STUDENTS

Continuous evaluation

Continuous evaluation consists of the following evaluation activities and percentages:

1. Two partial examinations related to theoretical content of the subject, and representing 25% of the final grade each. Every partial examination deals with different parts of the content.

To pass the course it is compulsory to pass these two exams (Minimum: 5/10 each). If one of the two partial exams is not taken the final grade will be "not assessable".

2. Several exercises related to the issues discussed in the seminar, which will represent 30% of the final grade.

3. Intervention in seminars. Students intervention and participation in the seminars will be assessed qualitatively (20% of the final grade).

Recuperation

In the event of failing one or both partial exams, students are entitled to the revaluation: there is no minimum grade, but partial examination (or examinations) has/have to be taken. In the event that the second chance of one of the two exams isn't passed, the final grade of the subject will be the one obtained in this exam (or the average, if both are failed).

Due to their current nature, there is no second chance for activities developed in seminars.

Single evaluation

Single evaluation consists of the following evaluation activities and percentages:

1. Knowledge control: 50% - Exam on the theoretical contents of the course. To pass the course it is compulsory to pass this exam (Minumum: 5/10)

2. Realization of one or several practical exercises related to the issues covered in the seminar: 30%. It/They will be done on the same day as the two previous activities. This activity cannot be recovered; accordingly, in case of having to take the recovery, the grade obtained in this exercise in the first call will be maintained.

3. Delivery of a task that will be assigned at the beginning of the course: 20%

Recuperation

In the event of failing the knowledge control, students are entitled to second chance: there is no minimum grade, but the examination has to be taken.

1 (50%) + 2 (30%) + 3 (20%) = 100 % SUBJECT FINAL GRADE

In order to pass the course a final grade equal or higher than 5 must be obtained. The date of the revision of the grades will be the same as for the students of continuous evaluation and will be announced in class.

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 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 will 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 OF EVALUATION ACTIVITIES

The dates of the evaluation and recovery activities will be announced on the day of the presentation of the course. this information will also be available on the Virtual Campus.

PLAGIARISM

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

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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/

Software

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

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	11	Spanish	second semester	morning-mixed
(SEM) Seminars	12	Catalan	second semester	morning-mixed
(SEM) Seminars	13	Catalan	second semester	morning-mixed
(SEM) Seminars	21	Catalan	second semester	morning-mixed
(SEM) Seminars	22	Catalan	second semester	morning-mixed
(SEM) Seminars	23	Spanish	second semester	morning-mixed
(TE) Theory	1	Spanish	second semester	morning-mixed
(TE) Theory	2	Catalan	second semester	morning-mixed