

Degree	Type	Year
2503868 Communication in Organisations	OT	4

Contact

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Teaching groups languages

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Prerequisites

The students should have the habit of reading academic articles, general press, with special attention to culture news and communication policies, as well as opinion articles or the follow-up of televised and radio debates and gatherings on issues related to the topic.

The students must have an acceptable command of the English language, which allows them to understand documents written in that language.

The Catalan language is the vehicular tool of written and oral expression of the subject. In this sense, correction in the use of language is an indispensable requirement, especially in the discursive, reasoning and discussion aspects, orthographic and grammatical correction, as well as adequacy, coherence and cohesion.

Objectives and Contextualisation

The cultural industries refer to those cultural sectors that provide massive, mechanically reproducible or mass-disseminated cultural products such as the publishing, media, record, audiovisual and video game industries. Performing arts and art galleries are also included. They all combine the creation and production of cultural goods and entertainment. It will be explained:

- Theory and history of the cultural and entertainment industries and the main actors. Analysis of their evolution and trends in the digital environment.
- The cultural and entertainment industries, which are one of the main economic drivers of the knowledge society, in the context of globalization. Typology of cultural industries.
- The cultural industry as a driver of creativity and the generation of innovative content in the field of audiovisual communication. The creative industries.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.

- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.
- Determine the structure and functions of the technological and economic context of organisations.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- 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 to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Accept that the creation, organisation and management of cultural businesses must take account of the geographical and cultural setting in which they operate and must show respect for variety in ideology, ethnic origin, religion etc.
2. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
3. Communicate using language that is not sexist or discriminatory.
4. Display knowledge of the structure of the cultural industries, in order to develop critical thinking and produce original ideas on the social, political and economic context in which these industries operate.
5. Explain how a cultural or entertainment industry should be organised from a technological, a professional and an economic perspective.
6. Explain the structure of the cultural industries in the context of the knowledge society and the globalised world within the framework of a general economy.
7. Identify situations in which a change or improvement is needed.
8. 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.
9. Propose projects and actions that incorporate the gender perspective.
10. Submit high-quality coursework on time, which requires attention to both individual and group work.
11. Work independently, on the basis of the knowledge acquired, solve problems and carry out the assignments on the cultural industries.

Content

1. Introduction to the concept of culture and cultural industries: humanistic and anthropological paradigm, culture as an industry of consciousness, globalization and interculturality.
2. Public intervention in culture and communication: Cultural industries and the media as "industries of experience". Their effects on forms of consciousness. Public and private intervention. Reasons, mechanism and models.
3. Consumption, tastes and lifestyles. From counterculture to creative cultures (postmodernism, underground culture and subculture).
4. Consequences of technological change and the economic crisis on habits and behaviors related to communication and culture. The paradigm of entertainment. The space of culture in the context of a global pandemic.
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.
6. The superposition of systems in multicultural environments. Cultural diversity and large homogeneous markets. Languages, stereotypes and symbolic heritages. Information, knowledge and culture, spaces and central factors of social discrimination.

7. The field of communication and culture as a pillar of the welfare state. The different perspectives in the consideration of the liberating or dominating capacities of the digital networks. Private appropriation and deprecation of community cultural heritage in the digital age.

8. Discourses on the knowledge society and creativity as an ideology of public policies in the macro-sector of communication and culture (information and content). The current challenges in the management of institutions, agencies, groups, media and industries of culture and communication.

9. From popular culture to digital culture: youth cultures and new trends. Creation in times of mutation.

10. The cultural spectacle: media idols and fan culture. The spectacularization of media products and consumer culture.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Exercises and practices in class, analysis of practical cases, presentation of works.	15	0.6	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Master classes, lectures, viewing of audiovisual pieces, presentation of cases.	30	1.2	2, 3, 4, 10, 11
Type: Supervised			
Individualized follow-up tutorials and in small groups	6	0.24	2, 3, 7, 8, 9, 10, 11
Preparation and writing of works	15	0.6	1, 3, 5, 6, 9, 10, 11
Reading and preparation of texts that will be the subject of seminars	25	1	1, 3, 4, 5, 6, 10, 11
Type: Autonomous			
Seminar readings	40	1.6	3, 6, 10, 11
Study of the syllabus of the subject	12	0.48	4, 5, 6, 11

This subject is 6 ECTS, which implies a total dedication of the student of 150 hours, distributed in:

- Guided activities (30% and 45h): activities in the classroom with the presence and guidance of the teacher which may consist of lectures, seminars to discuss compulsory readings in small groups and oriented to practical issues, work of practical cases related to the syllabus of the course and with the possibility of punctual tests.
- Supervised activities (30% and 46h): extracurricular activities carried out by the student in accordance with a work plan designed and subsequently supervised and evaluated by the teacher. It also includes joint tutorials and other similar activities (face-to-face or online) to follow the course.
- Autonomous activities (35% and 52h): autonomous activities of the student in accordance with the requirements of the subject, such as basic and complementary readings, study of class notes or all those other activities that complement the training that is achieved in this course.
- Assessment activities (5% and 7h).

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
Active participation in seminars	20%	1	0.04	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11
Dissertation on an agreed topic or text	30%	3	0.12	2, 4, 6, 7, 9, 11
Individual or team work	50%	3	0.12	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11

50% of the grade will correspond to the individual or team course work (maximum 4 people) conveniently proposed and agreed. It must be prepared and delivered in the last sessions of the course. The work will be presented, debated and defended in class.

The remaining 50% of the grade will correspond to the interventions, assistance during the seminars and presentation of a reading (10%) and to an individual dissertation of a subject or agreed text (40%) on the matter treated during the course.

Students will be entitled to the recovery of the subject if they have been assessed for the set of activities whose weight is equivalent to a minimum of 2/3 of the total grade of the subject. The activity that is excluded from the recovery process is active participation in seminars.

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

Single Assessment

The single assessment evaluation system is based on the following percentages:

A) 50% theoretical test.

B) 50% delivery of final paper on a subject previously agreed with the teacher

Bibliography

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Software

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

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	71	Catalan	second semester	afternoon
(TE) Theory	7	Catalan	second semester	afternoon

