UAB
Universitat Autònoma de Barcelona

Communication Structure

Code: 103866
ECTS Credits: 6

2025/2026

Degree	Type	Year
Advertising and Public Relations	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

It is recommended to follow-up-to date informatio on the media and the communication industries, particularly
the advertising sector, mainly in Catalonia, Spain and Europe.

Objectives and Contextualisation

This course introduces students to the knowledge of the communicative and cultural industries and, more
specifically, the media systems and the advertising industry, as well as the political, economic and social actors
that model them with their behavior and strategies (regulatory bodies, communication groups, business and
professional entities...).

In addition to describing the structural features of media systems, interpretation keys are provided on the
reasons for their configuration, so that the historical, economic, political, social, cultural and technological
framework in which they are developed is taken into account.

The focus is mainly on the Catalan and Spanish contexts, framing them in Western Europe and, particularly, in
the Mediterranean countries, although the international and transnational spheres are also present.

The main objective of the subject is to develop a reflective attitude and the ability to critically analyze current
events.

Learning Outcomes

1. KM01 (Knowledge) Identify the foundations of the theories, history, and structure of the communicative system in the field of Advertising and Public Relations.
2. KM02 (Knowledge) Recognise the social, economic, cultural, and environmental implications of academic-professional activities in the field of persuasive communication.
3. SM01 (Skill) Determine what is substantial and relevant in documents on communication theory, structure and history for professional projects and actions.
4. SM04 (Skill) Use Catalan and Spanish appropriately in the transmission of information and ideas, and in the development and defence of arguments related to the history and theories of social communication.

Content

The syllabus is organized into three blocks:

-The first clarifies the key concepts of the subject and the theoretical perspectives from which it has been studied.

-The second presents the actors that contribute to the articulation of the media systems and the communication industries, from the role of the state and the independent regulators, to the communication groups, the business associations, the measuring bodies or organized civil society.

-The third analyzes in a general way the media sectors (press, radio and television) and the advertising industry with a current perspective, paying attention to the main trends in terms of the characteristics of the offer, the transformation of the consumer and business models or new services.

1. Introduction to the structure of communication

1.1. Object and perspectives of analysis

1.2. The articulation of media systems

1.2.1. Socio-political theories of the press

1.2.2. Comparative perspective of media systems

2. Actors

2.1. Institutional dimension: public actors

2.1.1. Regulation

2.1.2. Public media (financing and governance)

2.1.3. The economic impact of public resources on the media and communication industries

2.1.3.1. Subsidies

2.1.3.2. Institutional advertising

2.2. Corporate dimensions: private for-profit actors

2.2.1. Companies and communication groups

2.2.2. Advertisers and commercial advertising

2.3. Civilian dimension: citizens and non-profit non-governamental actors

2.3.1. Communication rights

2.3.2. Third sector media

2.4. The role of communication and advertising and public relation professionals

2.4.1. Professional organizations

2.4.2. Self-regulation and co-regulation

3. Sectors

3.1. Advertising industry

3.2. Radio, television ans audiovisual platforms

3.3. Press and digital press

3.4. Social media

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
seminars	15	0.6	
theory	33	1.32	
Type: Supervised			
Evaluation	7	0.28	
tutorials	6	0.24	
Type: Autonomous			
personal study	80	3.2	

Two thirds of face-to-face teaching will be developed with the full group and one third in seminars in small groups.

The sessions with the whole group will be carried out mainly from master classes focused on the thematic blocks pointed out in the section "contents". The doubts related to the compulsory readings that the students have to do and to the self-learning work will also be clarified.

In the seminars, in-depth activities will be carried out on the topics already discussed, based on a documented analysis of documentary resources (news, academic texts or others). In both cases, current issues will be discussed to update the agenda and identify key elements regarding the evolution of media systems and the advertising and public relations industry. The active participation of students will be encouraged from a critical and argued perspective.

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.

In this subject, the use of artificial intelligence (AI) technologies is allowed exclusively in support tasks such as translations. Students must clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the final result of the activity. The lack of transparency in the use of AI in this assessable activity will be considered a lack of academic honesty and may lead to a partial or total penalty in the grade of the activity, or greater sanctions in serious cases.

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
Intervention at seminars	10%	2	0.08	KM01, KM02, SM01, SM04
Partial exams	25% + 25%	4	0.16	KM01, KM02
Seminar exercices	40%	3	0.12	KM01, KM02, SM01, SM04

Continued avaluation

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. 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).

Unique assessment

This subject allows you to take the single assessment method, through a motivated application, according to the terms provided for in the academic regulations approved by the Governing Council of 7.7.2022, article 265. The application 'single assessment entails the waiver of continued assessment.

The assessment activities of the single assessment modality will be:

1. An exam on the theoretical content, which represents 50% of the final grade.

2. Several exercises relating to the issues discussed in the seminar, which will account for 30% of the final grade.

3. A paper on the Advertising and Public Relations sector that must be submittedon the same date as the two previous assessment activities and that will be worth 20% of the final grade.

To pass the subject, the exam grade must be equal to or higher than 5, as well as the average grade for all the assessment activities. If the exam is not passed, the final grade for the subject will be that of this exam. The only activity that can be reassessed is the exam on the theoretical content.

Students from the second registration

From the second enrollment onwards, students can choose to be evaluated through a synthesis test, with the option of recovery as long as they have been previously evaluated. The grade of the subject will correspond to the grade of the synthesis test, which will evaluate the theory contents.

It will be understood that students from the second enrollment who do not explicitly communicate (by email and within the deadline announced at the beginning of the course) their evaluation option will take the synthesis test.

Assessment activities calendar

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.

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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CAGÉ, Julia (2016). *Salvar los medios de comunicación*. Barcelona: Anagrama.

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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)

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Websites:

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

Consell de l'Audiovisual de Catalunya cac.cat

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

COMUNICACIÓ 21 https://comunicacio21.cat/

During the course other complementary bibliographical references and online sourceswill be suggested to delve into the contents explained and to follow up on the news of the sector.

Software

There are no specific software requirements.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this link. To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(SEM) Seminars	51	Catalan	first semester	afternoon
(SEM) Seminars	52	Catalan	first semester	afternoon
(SEM) Seminars	53	Spanish	first semester	afternoon
(TE) Theory	5	Catalan	first semester	afternoon