

## Communication Structure

Code: 104764  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Communication in Organisations	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 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 Spanish and Catalan 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, the AI 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.

## Learning Outcomes

1. CM01 (Competence) Introduce the most significant theories from the discipline and the historical and structural foundations of communication in any of the organisation's communication activities, while assessing the impact of stereotypes and gender roles.
2. CM01 (Competence) Introduce the most significant theories from the discipline and the historical and structural foundations of communication in any of the organisation's communication activities, while assessing the impact of stereotypes and gender roles.
3. KM01 (Knowledge) Identify the foundations of the theories, history and structure of communication systems both nationally and internationally.
4. SM01 (Skill) Determine what is substantial and relevant in documents on the theory, structure, and history of communication for corporate professional projects and actions.
5. SM03 (Skill) Communicate information and ideas appropriately and correctly in standard Catalan and Spanish, as well as when expressing and defending arguments related to the history, theories and structure of communication.

## Content

1. Conceptual approach. Media systems. Typology and characteristics.
2. Analysis of the actors that contribute to the structure of media systems: major technology corporations, media groups, business organizations, audience measurement bodies. The role of the State and independent regulators.
3. Analysis of media sectors: press; radio; from television to audiovisual; social networks. Overview and characteristics of the offer. New services and new media. Artificial Intelligence (AI). Transformations in content creation and management models, consumption, and business models.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars	15	0.6	CM01, KM01, SM01, SM03, CM01
Theory	33	1.32	CM01, KM01, SM01, SM03, CM01
Type: Supervised			
Evaluation	6	0.24	CM01, KM01, SM01, SM03, CM01
Tutorial	4	0.16	CM01, KM01, SM01, SM03, CM01
Type: Autonomous			
Personal study	80	3.2	CM01, KM01, SM01, SM03, CM01

Two-thirds of the in-person teaching will be conducted with the full group, and one-third will take place in seminars with smaller groups.

The full-group sessions will mainly consist of lectures, during which content will be explained and any questions related to the assigned readings and self-directed learning will be addressed.

In the seminars, in-depth activities will be carried out, in some cases based on documents (such as news articles, academic texts, or others). Current issues will be shared and discussed collectively, with active student participation, in order to update the syllabus and identify key elements in the evolution of media systems.

The course will aim to incorporate a gender perspective in all possible aspects, from the content to the working dynamics and student participation. Methodologies that promote gender equality and non-sexist attitudes will be used to encourage participation in class by both male and female students.

The session schedule will be presented on the first day of the course. It will also be posted on the Virtual Campus, where students can find a description of the seminar content, various teaching materials, and essential information for proper course tracking. Given that this course is closely linked to current events in the sector, these materials may be updated on a weekly basis.

Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching 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

### Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Partial exam 1	25%	2	0.08	CM01, KM01, SM01, SM03
Partial exam 2	25%	2	0.08	CM01, KM01, SM01, SM03
Participation to the seminars	10%	2	0.08	KM01, SM01, SM03
Seminars (ejercicios)	40%	6	0.24	CM01, KM01, SM01, SM03

### FIRST ENROLMENT STUDENTS

#### Continuous evaluation

Continuous evaluation consist of the following evaluation activities and percentages:

1. Two partial examinations (test format) 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 necessary 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 40% of the final grade.

3. Intervention in seminars. Student's intervention and participation in the seminars will be assessed qualitatively (10% of the final grade).

#### **Recuperation**

Students will be entitled to reassessment in the course if they have been evaluated on a set of activities accounting for at least two-thirds of the total course grade.

In the event of failing one or both of 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 consist of the following evaluation activities and percentages:

1. Knowledge control: 50% - Theoretical exam (test format) on the theoretical contents of the course.  
To pass the course it is compulsory to pass this exam
2. Completion and delivery of practical exercises: 40% - Delivery of four practical exercises or communication challenges, linked to current affairs and related to the contents of the subject worked on in the seminar.
3. Oral argumentation exercise: 10% It will take place on the same day as the knowledge control.

### ***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.

### **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 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**

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**

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.

**ARTIFICIAL INTELLIGENCE:** In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

## Bibliography

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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]

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[https://www.cac.cat/sites/default/files/2018-03/Acord\\_6\\_2017\\_llibre\\_blanc\\_0.pdf](https://www.cac.cat/sites/default/files/2018-03/Acord_6_2017_llibre_blanc_0.pdf)

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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.

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

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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

## 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	71	Spanish	second semester	afternoon
(SEM) Seminars	72	Catalan	second semester	afternoon
(TE) Theory	7	Spanish	second semester	afternoon