UAB
Universitat Autònoma de Barcelona

Digital Convergence and Communication Policies

Code: 42442
ECTS Credits: 6

2025/2026

Degree	Type	Year
Media, Communication and Culture	OB	0

Contact

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Teaching groups languages

You can view this information at the of this document.

Prerequisites

There are no special prerequisites.

Objectives and Contextualisation

Overall objective

To study the evolution of communication and culture policies in the context of technological transformations and the growth in the supply of communications

Specific objectives

To describe and analyze the (mainly public) policies of communication and culture in the digital context

To identify the main changes of media, linked to technological convergence, business convergence and multimedia convergence

Competences

- Analyse the impact of media groups' strategies of social communication with the aim of promoting new, participative forms of culture and communication.
- Continue the learning process, to a large extent autonomously.
- Display a deep, detailed understanding of theoretical and practical principles within the field of communication and culture.
- Lead and work in interdisciplinary teams.
- Plan, direct and evaluate policies on culture and communication in both the local and the international fields using the new forms of social communication
- Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Learning Outcomes

1. Advise on public policies for regulating the systems of communication and culture.
2. Continue the learning process, to a large extent autonomously.
3. Define the main features of access rights in the new environment of digital technologies.
4. Demonstrate understanding of cultural studies theories applied to communication.
5. Demonstrate understanding of the fundamentals of the political economy of communication.
6. Demonstrate understanding of the policies of the evolution of communication policies and culture in the last four decades.
7. Design, plan and direct communication policy actions to solve the problems posed in the new global communication scenarios.
8. Develop skills towards cooperation between the cultural industries and the media.
9. Identify the new forms that public service communication must adopt in the digital age.
10. Lead and work in interdisciplinary teams.
11. Plan communication actions that can influence the processes of social change.
12. Plan communication policy actions to fit the new digital communication environment.
13. Use acquired knowledge as a basis for originality in the application of ideas, often in a research context.

Content

Analysis of communication and culture policies in the context of globalization, digital convergence and new online communication systems.

Study of the evolution of these policies from the 'national communication policies' to the European Union's approaches, information society policies and the UNESCO Convention on cultural diversity.

The emphasis of the course is on the study of the incidence of convergence in the audiovisual field, the public service and the large media groups.

Thematic areas

1. Communication and culture policies. Theoretical aspects (3 sessions)

2. Artificial Intelligence, Algorithms and regulation (3 sessions)

3. Audiovisual and Digital convergence. Case study (3 sessions)

The main geopolitical referents will be Europe and Latin America, with special emphasis on small-scale cultures and the effects that globalization can have on them.

This module guide includes a gender perspective as regarding syllabus content and approach.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Theoretical sessions and classroom discussions	30	1.2	13, 8, 9
Type: Supervised			
Tutoring sessions and assessment tests	15	0.6	1, 13, 8, 7, 11, 12, 10
Type: Autonomous			
Readings, personal study and written comment	105	4.2	1, 13, 3, 7, 9, 11, 12

The course is organized in ten weekly sessions of three hours, where lectures on theoretical contents of the syllabus are combined with discussions about readings.

Active student participation is required in the form of presentation and commentary on readings.

The calendar detailing the content of the different sessions will be presented on the first day of the module. It will be uploaded to the Virtual Campus, where students will also be able to access the the various teaching materials, and any necessary information for the proper follow-up of the subject. 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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attending theroretical sessions and participating in classroom discussions	10%	0	0	3, 5, 4, 8, 9
Final examination	45%	0	0	1, 13, 6, 5, 4, 8, 7, 11, 12, 2, 10
Individual written comment related to module topics	20%	0	0	13, 3, 6, 5, 4, 9
Participating in (mimimum) one group presentation in the classroom of one reading	25%	0	0	13, 3, 6, 5, 4, 9

EVALUATION

The module consists of the following evaluation activities:

1. Participation in (mimimum) one group presentation of one reading class. It will represent 25% on the final grade.
2. Individual written comment (2,500 words) on of a current affairs issue related to the topics of the module. The comment will be shared with the group by moodle. It will represent 20% on the final grade
3. Assistance and participation in discussions in the classroom. It will represent 10% on the final grade.
4. Final exam about the theoretical contents and the readings. It will represent 45% on the final grade.

Reassessment

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.

Students will be entitled to the reassessment of written comment and/or the final examination.

In the case of students who, according to these criteria, do attend second-chance activities, the final grade of the module will be calculated taking into account the qualification of these activities.

Due to their characteristics, there are no second-chance options for activities 1 and 3.

Evaluation and reevaluation dates will be announced on the day of the presentation of the module. Information will also be uploaded to Virtual Campus.

Not assessable

It will be considered non-assessable when less than 85% of the assessable evidence is provided.

QUALIFICATIONS ORDINARY REVIEW

In case of disagreement with qualifications, students are entitled to ordinary review of evaluation activities qualifications with the lecturer responsible for the module. The date and time of the ordinary review will be made public in the Virtual Campus.

FINAL GRADE EXTRAORDINARY REVIEW

In case of disagreement with the final grade qualification, students are entitled to extraordinary review. El alumno/atendrá que presentar, en el plazo de quince días naturales a partir de la publicación de la calificación final, una solicitud razonada al decanato de la Facultat de Ciències de la Comunicació, que se entregará en Gestión académica del Centro. La revisión se hará de acuerdo con las instrucciones sobre revisión extraordinaria aprobadas por la Junta de Facultad del día 5 de mayo de 2016, publicadas en el web de la Facultad:
http://www.uab.cat/web/estudiar/grados/informacion-academica/evaluacion/revision-extraordinaria-de-la-calificac

Within 15 calendar days of the publication of the final grade students will have to present a reasoned request to the dean of the Faculty of Communication Sciences, which will be delivered to the Academic Management of the Center. The review will be done in accordance with the instructions on extraordinary revision approved by the Faculty Board on May 5, 2016, published on the Faculty website:
http://www.uab.cat/web/estudiar/grados/ academic-information / evaluation /revision-extraordinary-de-la-qualification-final-1345717361537.html

S i n g l e   a s s e s s m e n t

This module does not include a single assessment system.

ARTIFICIAL INTELLIGENCE: For this course, the use of Artificial Intelligence (AI) technologies is permitted exclusively for tasks such as bibliographic or information searches, text correction, or translations. Students must clearly identify any parts generated with these technologies, specify the tools used, and include a criticalreflection on how AI has influenced the process and final outcome 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. Teachers will be able to use tools to detect similarities or plagiarism and tools to detect the use of generative artificial intelligence.

PLAGIARISM: The student who performs any irregularity (copy, plagiarism, identity theft) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Bibliography

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Software

Office

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
(TEm) Theory (master)	40	Spanish	first semester	afternoon